

#FrenchTech : MedicActiV by SimforHealth reaches new stage in international development with selection at Stanford Medicine X

Bordeaux, September 13 2016 – During Stanford Medicine X, the main international conference dedicated to the medicine of tomorrow, SimforHealth will introduce the international scientific community and American market to MedicActiV, its digital simulation platform dedicated to healthcare training, and to its vision regarding international development.

"Apart from the scientific recognition represented by this selection based on the innovative nature of MedicActiV, it also brings the perfect chance for SimforHealth to discover new cultures, to approach new players in the field and to look ahead to our arrival on the American market," according to Jérôme Leleu, President of Interaction Healthcare and Head of Strategic Development for SimforHealth.



One of the MedicActiV innovations: the integration of virtual reality with HTC Vive presented at Stanford Medicine X

For Denise Silber, President of Basil Strategies (Paris) and founder of the Doctors 2.0 & You conference, who has been invited by Stanford Medicine X to create a session dedicated to the internationalization process in e-health, stated the following on the subject of the prestigious conference: *"MedicActiV will bring a lot to Stanford Medicine X. Improving healthcare professional performance thanks to virtual clinical cases is a very current topic on the American market and complements other contributions to the field. The international aspect of MedicActiV is intrinsic to its main aim, as the database of medical knowledge must be global."*

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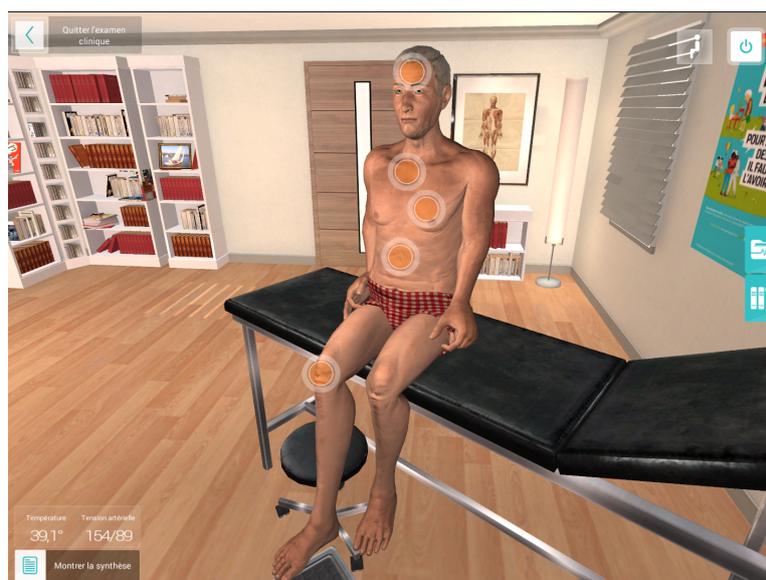
The international stage: an opportunity for digital healthcare simulation and FrenchTech?

The future of MedicActiV and SimforHealth is heavily wrapped up in this question, which will be at the center of debate at the round table on the morning of Saturday September 17, entitled "Will most digital health start-ups go global, or even Trans-Atlantic? How should they raise the funds to do so?". The tools to respond to this will be provided by Ronan Le Quéré, General Manager of Interaction Healthcare - SimforHealth, who will be representing France at this international round table headed by Denise Silber, which will also involve Dr Frank Antwerpes, serial entrepreneur and creator of DocCheck in Berlin and of the Guano investment fund, and Michael Seres, patient/entrepreneur from Oxford, U.K., and founder of 11Health, an award-winning start-up that produces smart stomas.

Is this a real trend or an opportunity for just a few e-health start-ups? According to Ronan Le Quéré, there is no doubt about it: *"Healthcare training, which is SimforHealth's area of expertise, is unusual in that it knows no borders. In EBM, or evidence-based medicine, care recommendations for illnesses are produced by the main learned societies all over the world and always end up having an impact on practice beyond the country's borders. Digital technology and, more specifically, digital healthcare simulation – apart from ethical aspects, which they fulfill perfectly – are therefore indispensable tools to disseminate knowledge and good practice."*



Moreover, for the majority of French or international startups, digital technology in healthcare is used as a platform, as an intermediary and to streamline relationships between different parties. *"For a web platform or a mobile app, whether it is a store of virtual cases dedicated to healthcare training such as MedicActiV or an entirely different service, it is crucial to think global, to maintain an international vision from the beginning,"* states Ronan Le Quéré, before continuing, *"A local market, except maybe the American, Chinese or Indian markets, is often too restrictive for the business to reach the size needed to make R&D profitable, to run the platform and to develop new services. Just look at Israeli members of the e-health industry: the highly restrictive size of their domestic market makes a global vision vital."*



MedicActiV: an exemplary global-thinking platform that thinks beyond just scalability

This international view is not enough on its own. Thinking about "technological scalability" is one thing, but then there is the need to develop according to multilingualism, regulatory specificities and cultural differences and therefore to look at open solutions... According to

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Ronan Le Quéré, *"The cultural approach is often neglected, but it is central to success. We cannot dream of establishing ourselves in the United States without having a local presence. And just a local presence is not enough in Asia, where a partnership with a local business is necessary."*

France, through its FrenchTech businesses, startups, academic players and centers of research and competition, possesses valuable knowledge in e-health. The natural markets or audiences for French e-health startups are within France. However, this ability to innovate must resonate beyond the French border, as significant development opportunities can be found elsewhere.

"There is a real entrepreneurial dynamism in France. What's more, in healthcare and especially in e-health, we can benefit from our extremely favourable context. Our social model of equality of access to quality care is well known. Through this model, we have a very democratic approach to healthcare, and it is this culture that many countries come to look for in our solutions. SimforHealth's slogan – Virtual solutions for medical education – is a perfect illustration of this fact. The healthcare of tomorrow is based on and developed around education above everything else. That of healthcare professionals, of patients, of everyone," explains the General Manager of Interaction Healthcare - SimforHealth.

SimforHealth on the international stage: a reality

Thinking global is therefore vital. Even so, is it necessary to tackle foreign markets from the very beginning of your activity? *"I haven't got any specific advice on this; each startup model is different and each product or service has its own rhythm,"* answers Ronan Le Quéré, before adding, *"for SimforHealth, our stance is clear: to be ambitious yet humble. In other words, you must listen to the markets, then act, after confirming your model on the domestic market. Our selection as part of Medicine X is a perfect step in this process. It is one of the main places where the future of medicine is written. By taking part in a round table and allowing the international attendees present to test MedicActiV, the first digital simulation platform dedicated to healthcare training, we can quickly benefit from high-profile interest, which enables us to build long-term contacts."*

Predicting, listening to and adapting to the markets are therefore key elements of success on an international scale. Jérôme Leleu, President of Interaction Healthcare and Head of Strategic

Development for SimforHealth, made the following remarks: *"Indeed, it is often necessary to look for international investors to establish your business on a global scale. Nevertheless, as demonstrated by our latest funding round of 5 million euros, French investors are willing to accompany fast-growing, innovative small and medium businesses in preliminary stages and in their entrance onto other markets. Going international should not be an aim in itself. It must be integrated into a global plan, with high predicted growth and solid foundations. This is what gives SimforHealth its strength and specificity."*



***Find SimforHealth at Stanford Medicine X**

- Friday September 16 2016, 2:40pm/3:40pm (local US time)
MedicActiV demonstration by Clément Goehrs, doctor and public health expert at Bordeaux University Hospital, and Ronan le Quéré, General Manager of Interaction Healthcare - SimforHealth.
- Saturday September 17 2016, 10:55am, LK3 (local US time)

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Session centered around "Imagine the Future of Health Care Spaces". Round table on "Will most digital health start-ups go global, or even Trans-Atlantic? How should they raise the funds to do so?", led by Denise Silber from Basil Strategies with participation from Ronan Le Quéré, General Manager of Interaction Healthcare, Dr. Frank Antwerpes, founder of DocCheck and Guano, and Michael Seres, founder of 11Health.

About SimforHealth

SimforHealth, the healthcare digital simulation department of Interaction Healthcare, is a well known creator of innovative digital solutions for healthcare professionals' initial and continuing training. Between virtual consultations, real-time 3D simulators and virtual reality, the SimforHealth teams offer a wide range of immersive and interactive training solutions. MedicActiV has been developed within SimforHealth and is the first digital platform to provide virtual clinical cases. On one hand, they enable all healthcare professionals to acquire knowledge through initial or continuing training, and on the other hand, they allow healthcare educational establishments to create and disseminate their own clinical cases. The SimforHealth medical teams and simulation experts, who are always monitoring advancement in new technologies, have already trained more than 22,000 healthcare professionals all over the world and are committed to respecting the ethical principle of "Never the first time on the patient".

With presence in Bordeaux, Paris, Montreal and Rouen, Interaction Healthcare, winner of the Deloitte In Extenso Technology Fast 50 France prize, was identified by the BPI France Excellence network as one of the 2,000 most innovative French businesses and is 256th in the list of European businesses that have grown the most over the past 5 years.

In order to establish MedicActiV internationally and solidify its growth, of +25% in 2014 and +40% in 2015, Interaction Healthcare sealed a funding round of 5 million euros at the beginning of May 2016 to build the future of digital healthcare training with the help of the expertise of its dedicated department, SimforHealth. www.simforhealth.fr & www.medicactiv.com

About Stanford Medicine X

The Medicine X conference aims to be a catalyst for new ideas on the future of medicine and healthcare. The initiative explores the way in which new technologies advance medical practice, improve healthcare and enable patients to participate actively in their own healthcare. The "X" is supposed to encourage reflection beyond figures and trends. It represents the infinite possibilities for current and future information technology to improve healthcare. Medicine X is directed by Dr. Larry Chu, Associate Professor of Anesthesia, and is a project by the Stanford AIM Lab. <http://medicinex.stanford.edu/>

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