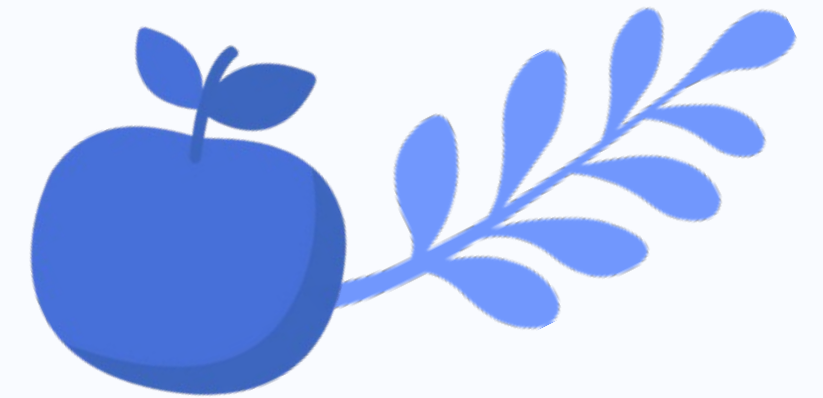


Fitpuli Surgery

Mobile Application

A digital companion to elective surgeries



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Co-Founder & CEO



Powered by
Fitpuli

2024
Budapest

Surgery App



- Digital assistant helping to prepare for elective surgeries and making rehabilitation more effective
- Personalized solutions and daily tasks based on medical evidence to enhance both physical and mental preparedness before the operation
- A fun and gamified way to educate surgical patients
- A brand new digital service not only raising patient satisfaction but serving also as a cost-effectiveness tool by reducing the number of unwanted events, complications, and readmission rates
- Low cost for providers compared to in-person services
- USP: the model is validated through clinical research in collaboration with Semmelweis University (Budapest, Hungary)



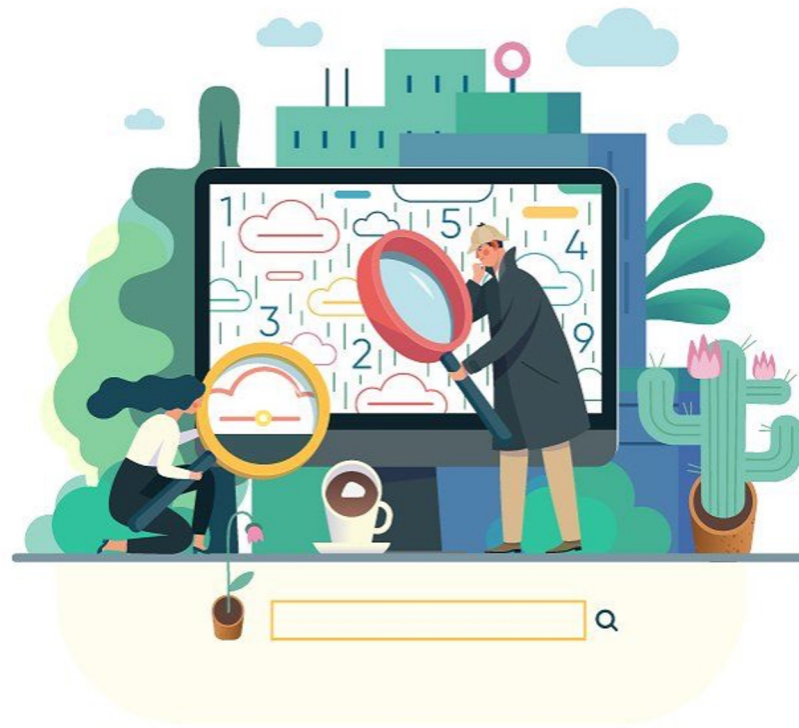
Why elective operations?

- A continuous need with highly relevant market size internationally
- Well-targeted population
- Standardized protocols and same struggles in modern medicine worldwide
- All parties interested in a successful outcome: patient, provider, insurance company
- Extremely low-cost solution with high impact compared to the actual cost of the procedure
- Easily scalable



Potential partners

Employer



Employee



Health insurance company



Healthcare provider



Patient



Clinical research

- Digital health solutions are rarely tested in a real hospital environment
- In most cases, their effectivity is doubtful without clinical evidence
- A **clinical trial** is a USP in this field
- Clinical validation is also necessary for most regulatory approvals (FDA, MDR)
- The Fitpuli Surgery project already established a joint research activity with the Department of Surgery at the Semmelweis University (Budapest, Hungary) with ethical approval
- 1st step is a feasibility study with collected patient feedback
- After iteration based on this feedback, relevant medical parameters will be also collected (rate of complications, readmissions, and survival)
- Planned peer-reviewed international medical publication of the results

● Start of the project

● Adaptation of existing surgical protocols

● Detailed medical specification

● Patient history analysis

● Patient educational materials

● UX/UI design approval

● App development phase

● Internal testing

● Start of clinical trial

● Provider roadshow

● App introduction to real hospital environment

● Clinical data collection, patient feedback, user analytics

● Fine-tuning of the app based on 1st results

● 3 months

● 1 year

Product Roadmap



Towards a digital health ecosystem

- **Economic effects:** Based on scientific evidence of Western medicine, a widely useable framework can have a huge impact on
- **Digitization of a sector:** Healthcare is lagging behind other sectors (e.g., e-commerce, banking, insurance, entertainment) in online services, however, the need for digital health is evident.
- **Personalization:** Data collection and analytics are managed on a personal level providing unique and user-centric motivational elements,
- **Societal effects:** Raising health awareness and health consciousness through educational materials has a huge and long-lasting impact on social welfare and health equity, while generating quality life-years.
- **Ecological effects:** Remote and flexible online services reduce the ecological footprint of in-person care (through the reduction of transportation, waiting times, and use of physical infrastructure).

Contact us

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