

# HELLO INSIDE

SCIENTIFIC  
SELF CARE





„YOU CAN'T  
MANAGE WHAT  
YOU CAN'T  
MEASURE.“

– Peter Drucker

## VISION

Scientific Self Care For Everyone.

## MISSION

We are on a mission to lead a new self care movement that is data-driven, personalised and rooted in science.

We start with CGMs, empowering people to make smarter every day decisions to increase their health and wellbeing.

# Co-Founder & **Systems Insider**



## Dr. Med. ANNE LATZ, M.Sc. Medical & Nutrition

- Formerly Chief Medical Officer [alley.de](#) & advisor for the German Ministry of Health
- Experience in patient care, private and public healthcare sector
- Medical Doctor, Nutritionist and Diplomate in Lifestyle Medicine
- M.Sc. Business, Doctorate in Neuroscience
- Postgraduate Certificate Harvard Medical School
- Author of several [articles](#) on Healthcare Innovation & Digital Doctors
- [Podcast](#) Host for HELLO INSIDE
- Vordenker Award BCG & Handelsblatt 2021

“Working with my patients I realised: **We lost touch with our body and its signals**. Are overwhelmed and exhausted by too many choices, trends and ‘getting it right’. Technology and personalised data are the key to bring us back the sense, literacy and intelligence for ourselves. **Understanding ourselves is our human superpower.**”

PROBLEM

# A CRISIS HIDING IN PLAIN SIGHT



## METABOLIC HEALTH CRISIS

In Europe, 1.1 million deaths were attributable to dietary risks due to unhealthy diets or low physical activity (in 2017). More than 50% of the population suffer from obesity or are overweight, with steadily increasing numbers.

DECREASING  
METABOLIC HEALTH  
&  
INCREASING  
METABOLIC DISEASES

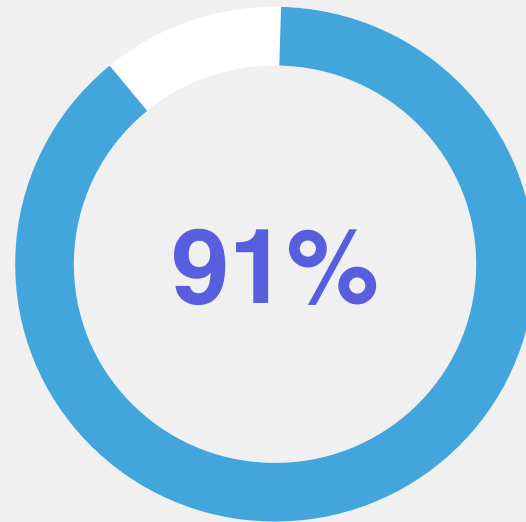


## ESCALATING HEALTHCARE COSTS

75% of all healthcare costs (€700 billion) are currently spent on chronic diseases within the EU.

METABOLIC HEALTH

# the best 'vaccine' to fight pandemics



**(PRE-) DIABETIC / OVERWEIGHT**

A recent study showed a staggering 91% of Covid-19 intensive care patients to be (pre)diabetic and/or overweight!

# WHAT IT'S ACTUALLY ABOUT

## GENETICS

Several genetic variants have been identified that are associated with an increased risk of metabolic diseases.

## DIET

The amount of macronutrients (such as fibers, fat, carbohydrates) as well as micronutrients alters our microbiota composition and immune system function.

## MICROBIOME

Intestinal bacteria can have an impact on weight gain, as well as important health markers like blood glucose, cholesterol, triglyceride levels, and even the brain.

## LIFESTYLE

Our lifestyle (activity, exercise, stress, sleep, etc.) heavily influences our metabolic health by altering microbiome, epigenetics, etc.



**GENES LOAD THE  
GUN, LIFESTYLE PULLS  
THE TRIGGER.**

– Liu G. Hannon

WHY PEOPLE ARE STRUGGLING

# WHY IS THIS NOT BEING SOLVED?



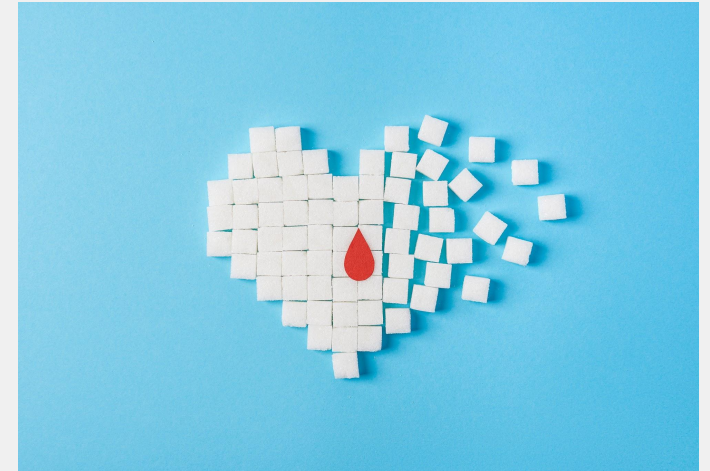
## ONE SIZE DOESN'T FIT ALL

Nutrition is a crowded and complex space. We are all individuals. Optimal nutrition is personal.



## NO ENGAGEMENT

Long and passive feedback loops. Lack of actionable, personalized guidance.



## MISSING PREVENTION

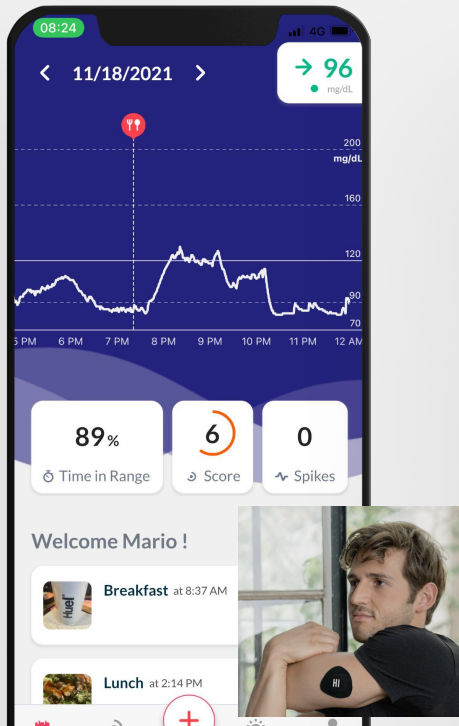
Current market solutions are reactive systems. No preventative measures or products available.

GO TO MARKET PRODUCT

# SCIENTIFIC SELF CARE PLATFORM

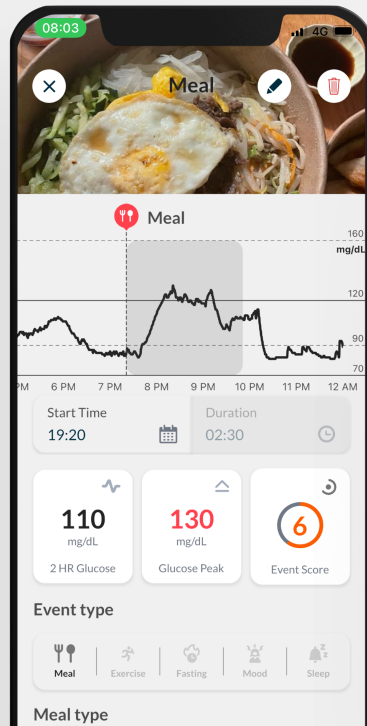
## APP, SENSORS, PATCH

Hello Inside **Mobile App** with **CGM** (continuous glucose management) Sensors and Hello Inside **security patch**.



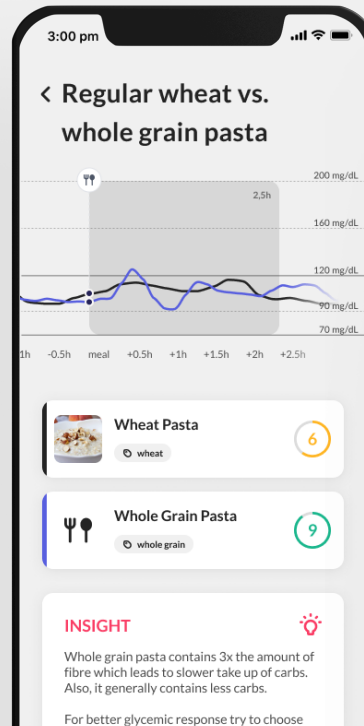
## ANALYTICS

Hello Inside food and activity analytics, for **personalized insights** and **actionable recommendations**.



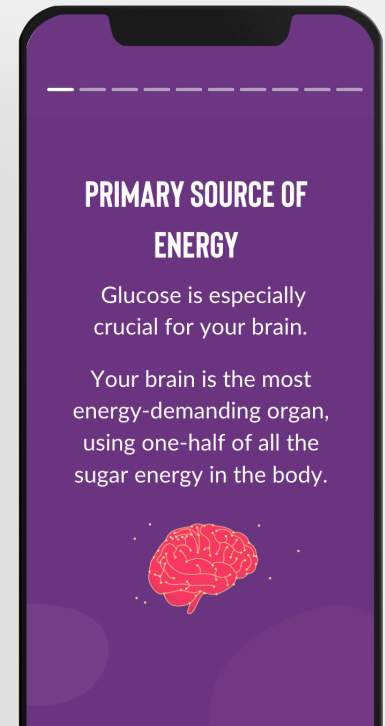
## EXPERIMENTS

Collection of **guided biohacking experiments** to understand which foods and activities work best for your body.



## LESSONS

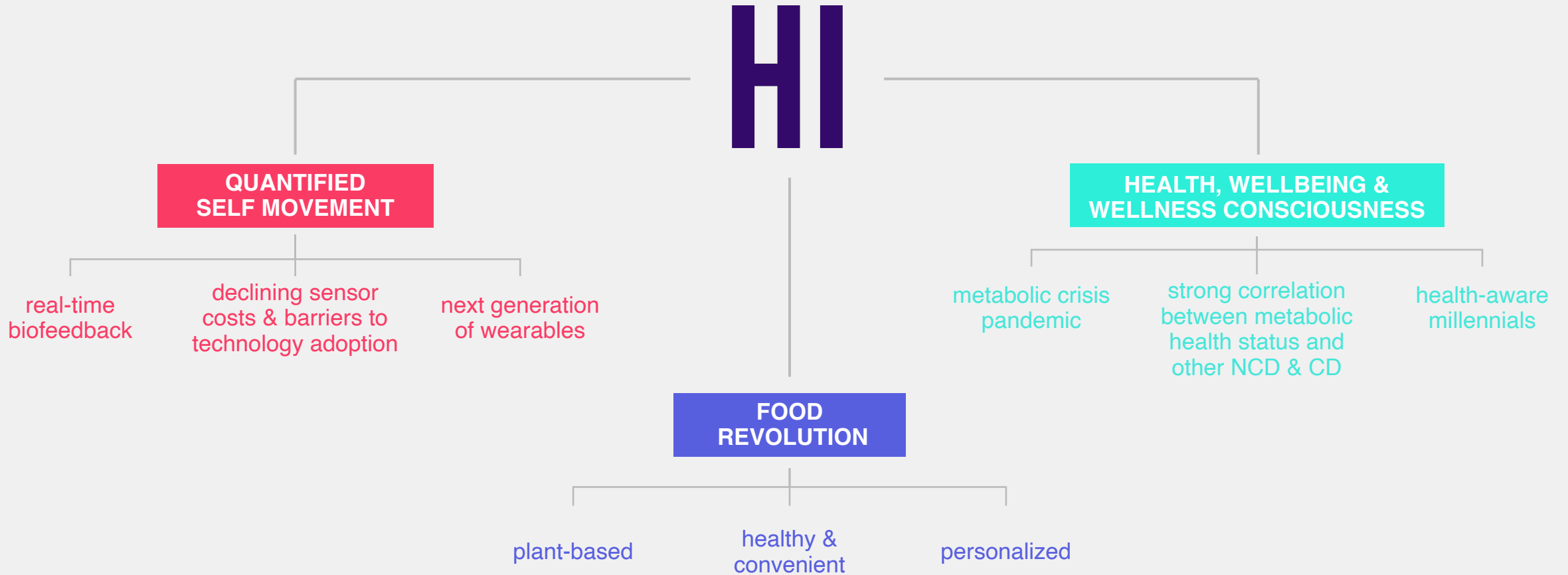
Bite-sized **knowledge hacks** to help you interpret your data, understand your biological processes and increase health.





WHY NOW

# RIDING THE WAVES



# EXPERIENCED Founders



**MARIO AICHLSEDER**  
Product, Growth, Strategy

formerly VP of Growth & VP Strategy/  
Innovation adidas Runtastic

**ANNE LATZ, M.D.**  
Medical & Nutrition

formerly Chief Medical Officer alley.de  
Nutritionist, Medical Doctor, M.Sc.  
Business, Vordenker Award 2021



**JÜRGEN FURIAN**  
Brand, Comms, Operations

Co-Founder Pioneers.io

**VINZENZ WEBER**  
Technology

formerly CTO Diagnosia.com



# Meet our advisors



**DR. MED. ANNE FLECK**

Docfleck.com, Germany

TV Personality & Functional Medicine

**PROF. DR. ERAN ELINAV**

Weizmann Institute, Israel

Author: The Personalised Diet



**PROF. STEPHAN HERZIG**

Helmholtz Center Munich,  
Germany  
Director Institute for  
Diabetes and Cancer

**BEN HWANG, PH.D.**

CEO Profusa , USA

Next generation BioSensors





**Entrepreneurs &  
Digital Doctors –  
ein neues Berufsbild?**

## Digital Therapeutics (DTx)



## Specialist & Chronic Care



## Consumer & DTC



## Mental Health



## On-demand Care



## Pharma, R&D & Trials



## Women's Health



## Elderly Care



## Workplace Health



## Enabling Tech



## Screening, Diagnostics & DeepTech



Technology

# Want to See the Future of Digital Health Tools? Look to Germany.

by Ariel D. Stern, Henrik Matthies, Julia Hagen, Jan B. Brönneke, and Jörg F. Debatin

December 02, 2020



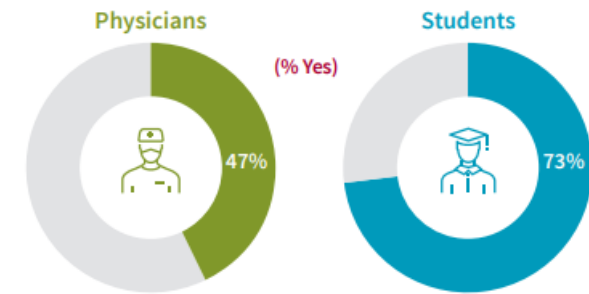
HBR Staff/Andrea Colarieti/EyeEm/Getty Images

**Summary.** A new law will make it easier to introduce and determine the benefits of new tools. Perhaps its most important provisions are its formalization of “prescribable applications,” which include standard software, SaaS, and mobile as well as browser-based apps, and... [more](#)

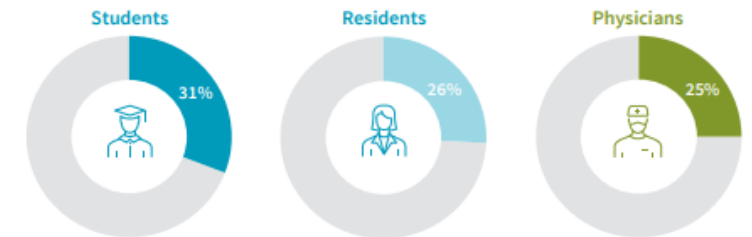
# Digital Doctors – A new role & profile on the rise? Lessons learned and still learning.



Are you currently seeking out additional training or classes to better prepare yourself for innovations in health care?



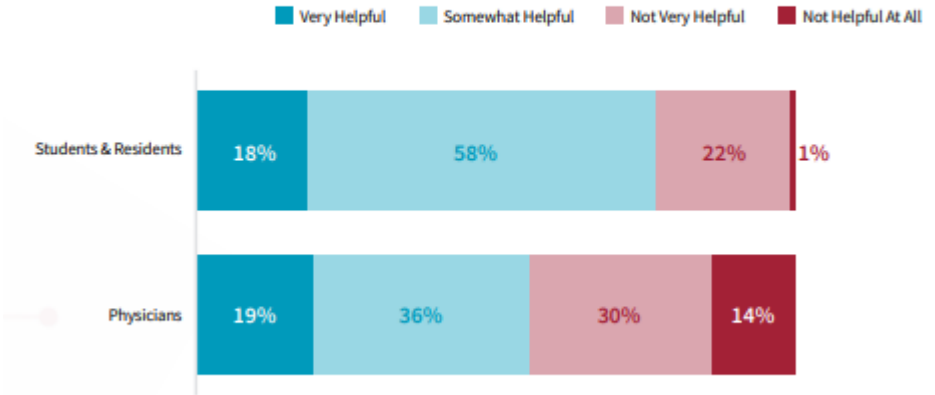
Estimated % of Work That Will Be Automated:



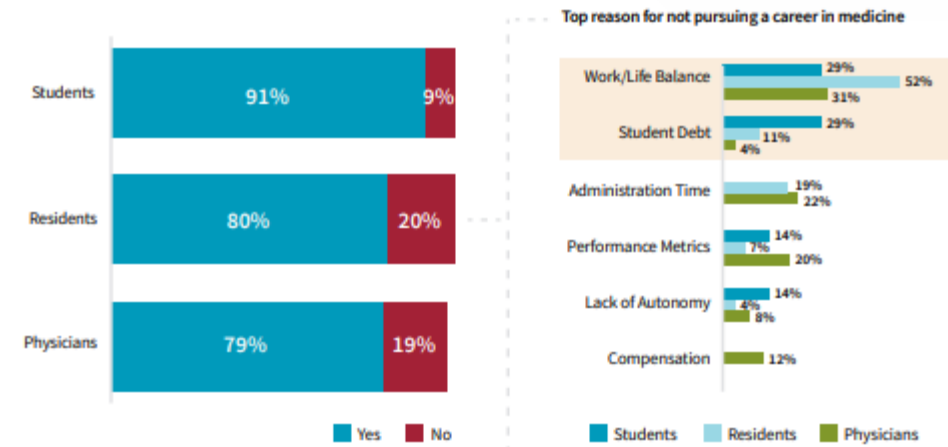
<https://med.stanford.edu/content/dam/sm/school/documents/Health-Trends-Report/Stanford%20Medicine%20Health%20Trends%20Report%202020.pdf>

# The Rise of the Data-Driven Physician

## How helpful has your education been in preparing you for new technologies in healthcare?



## If you could redo your career, would you still pursue a career in medicine?







## How healthcare's digital revolution will change the doctor's role. Spoiler alert: The future looks pretty bright

In 2020, Stanford Medicine postulated the Rise of the Data-Driven Physicians in a global health trend report. Indeed, they are on the rise and we, authors of this article and medical doctors ourselves, can confirm this first-hand in our collaborations with various physicians. The new reality for doctors very much differs from that of the traditional monolithic role associated with the title, and in these new diverse positions, we are transforming healthcare innovation.

<https://www.maddyness.com/uk/2021/10/21/how-healthcares-digital-revolution-will-change-the-doctors-role-spoiler-alert-the-future-looks-pretty-bright/>

## Overview of the four archetypes

- **The Builder** – creates the core building blocks of the digital railway made up of new solutions, products, and algorithms.
- **The Innovator** – assembles those building blocks in meaningful ways to create tomorrow's patient journeys and clinical workflows.
- **The Healer** – leverages those new digital solutions and smart workflows in order to support people's health and deliver seamless healthcare to patients in new virtual settings, as well as ensure a learning hybrid healthcare system.
- **The Leader** – acts as an ambassador bridging the vastly different cultures, from agile product development all the way to clinical medicine, making sure the railroad of tomorrow's healthcare system is safely built and that the trains run as expected.



# Digital Doctor – There are so many types & profiles

## Examples for Digital Doctors and dual roles

### Clinical Expert / Medical Advisor

- Deep clinical expertise & seniority
- Medical and practical validation
- Bridging the gaps between innovation & daily patient care

**Important Mindset:**  
Pragmatism meets Science



### Product Doctor

- Part of product (telecare) or product development
- hybrid profiles (understanding healthcare and tech), not necessarily specialists

**Important Mindset:**  
Down-to earth meets innovative



### Entrepreneurial doctor

- Medical Doctor that has seen and done a lot
- Management & Leadership, Sales, Business Development

**Important Mindset:**  
Strategy & Vision/Drive



We need a strong **symbiosis** from both frontline clinicians inside the systems and doctors innovating from without to bring our healthcare systems to the next generation of clinical and digital care. Change is here.



**Thank you!**