



## Health Related Startup: A Virtual Context for Capacity Building

### ARTICLE INFO

#### Article Type

Letter to Editor

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### ABSTRACT

This article has no abstracts.

#### How to cite this article

Kazemi S, Zarei F. Health Related Startup: A Virtual Context for Capacity Building. Health Education and Health Promotion. 2020;8(1):1-3.

**Keywords** There is not any keywords

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#### Article History

Received: December 1, 2018  
Accepted: July 21, 2019  
ePublished: March 18, 2020

### CITATION LINKS

- [1] What the hell is a startup anyway? [2] Startup [3] The role of digital health care startups [4] A guide for startup: Using bookndo as a case study

A startup is a new business, which is generally formed around technology and has high growth potential. Any technology-based business is not necessarily a starter, but all starter apps use mobile technologies including the internet and new technologies that have high growth and high reach in terms of user numbers. In other words, a startup is a young company that is beginning to develop. Development usually begins small and is initially funded and managed by several founders or a person. These companies offer a product or service that is not currently available elsewhere on the market or founders believe it is being offered in a lower form. The startup is the launch of a business structure that has been created to solve a problem by presenting a new product or service under conditions of severe uncertainty. In general, a startup is a temporary organization created with the aim of finding a repeatable and scalable business model. In fact, the person or people who have good ideas are looking for ways to monetize the idea and mass production of products or services based on it. Innovation in startup manifests itself in the form of products and services [1, 2].

At the international level, there are several healthcare startups in the world. Five recent startups in the health field in 2018 as following:

**1- NeoLight:** NeoLight is a medical tech startup developing for newborn health conditions. Their first device, which provides care for infant jaundice, also developing therapeutic and diagnostic tools that aim to reduce hospital readmissions caused by jaundice.

**2- Joany:** Joany is an application that uses an algorithm to refine personal information that includes drug history and lifestyle to provide personalized health recommendation programs. Moreover, a free therapeutic tool helps identify mistakes in medical prescriptions. Using the best specialists and doctors, it allows people to get the most out of their health care plan.

**3- Orthly:** Orthly is an orthodontics startup looking to revolutionize how people interact with the orthodontics industry. Orthly that scanned teeth and helped save on their expenses by reducing the frequency of referral to orthodontists.

**4- Helium:** Helium is an application for managing patient records and hospitals. In fact, it provides a simple interface to help hospital staff to better schedule data entry, access, and management of patient data.

**5- Modern fertility:** Modern fertility is launched as a high-quality fertility test that can then be emailed to you or sent home.

According to the Global Entrepreneurship Monitor (GEM) and the Institute for Entrepreneurship and Global Development (GED), estimates show that Iran is ranked 23<sup>rd</sup> in the world for startup generation which is comparable to China and Australia. In the new entrepreneurship, Senegal,

Lebanon, and Brazil are in the lower ranks, and Iran is ranked at a moderate level. According to GEM, it has been shown that Iran's position in the mentioned index of the modern business is not appropriate.

In Iran, after the integration of medical science universities with scientific and executive activities, demand-oriented research was developed. Through some research, products that can be sold arose. Technological development centers have been formed in response to demand-oriented research and product development. The goal of these offices is to link science and companies outside the university with activities in the field of health. It is recognized that providing community health without considering scientific methods and proof of product performance in research is not possible. There are some successful startups in Iran that work in the field of health and follow this model that their examples are as follows:

1- Shafajo as the first healthcare startup that searches for doctors based on their name and spatiality for setting an online appointment.

2- Darmankade is a search-based website for finding doctors and specialists and getting an online appointment. It also launched for the diagnostic test for the first time.

3- Teleteb is a healthcare app that provides easy access to expert physicians for counseling, follow-up treatment and monitoring of health status of users remotely.

4- Sibofen is a startup that transforms the current state of healthcare into the outpatient section and offers these services in a special and high-quality lab, medicine, physician visit, and nursing services.

5- Abr-e-Salamat is the services of this startup include medical online counseling, online health records, access to medical content for free, doing psychological test, and doing labor medicine tests including occupational stress tests and visual and auditory tests.

Looking at the launch of health apps in Iran and the world reveals that the integration of the digital market into the health sector is from the treatment and medicine gateway and therefore focuses more on intervention rather than prevention and health education.

This gap can be interpreted in many ways. First, one of the most difficult challenges for healthcare startups is gaining people's trust. Healthcare startups should consider that, unlike other industries, its customers are very cautious. They are not only sensitive to cost but also to their trust. Startups in the healthcare sector, in contrast to other domains, are slow to grow, and therefore some startups may not be able to survive the first few years [3].

Apart from the business approach to health, understanding the meaning of health is also challenged. Simply put, health is the absence of

illness. However, in modern medicine and patient care, health alone does not mean a lack of disease. Thus, the creation of products and health promotion platforms with a preventive approach is less important because there is no economic justification.

Evidence has shown that health-startups are working to create a capacity for patients and people to maintain and improve their health responsibilities. Often these startups, by creating a customer-centric environment, facilitate access to health services. When a patient is discharged from the hospital, there is usually no monitoring of how the treatment continues. Such a problem is solved by communicating among different applicants in the field of health. The onset of things that link healthcare providers, such as communication between doctors and patients and other treatment teams [4]. The ability to recognize and control the individual health factors affecting the decision-making process ultimately leads to the adoption of a healthy lifestyle.

In summary, healthcare startups that have adopted a health prevention, promotion, and education

approach to service delivery are necessary to empower individuals and communities to make positive health changes. This requires buy-in and engagement of health education and health professionals. Hence, startups that support young specialists in the field of health education and health promotion will support capacity building and the implementation of preventative health approaches moving forward.

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