

# SWISS MEDTECH



## **hystrix medical AG – Startup of the month November 2018**

[hystrix medical AG](#) builds the hub for healthcare market information. The first marketplace to buy or sell medical devices, implants and related services in a matter of minutes in a process that is fast, easy and saves everyone time and money. By connecting the dots in the healthcare industry.

Through hystrix medical AG – the three characteristics you're since ever familiar with in the B2C/consumer goods world such as speed, transparency and comfort get applied to the B2B sector in healthcare. The founding team is convinced that digitalisation isn't the driver but the enabler for contemporary business models.

## **hystrix medical AG – Product**

Since the introduction of the DRG's (Diagnosis Related Groups) in 2012 Swiss hospitals are under huge cost pressure while suppliers of medical products are facing cumulative price erosions of partially >50%. The related motivation to radically transform historical sales and sourcing channel strategies is correspondingly high.

The core of the marketplace is about algorithmic decision making to represent the most economic supplier constellation suitable for the individual shopping cart compilation of each buyer. Suppliers are offered a maximized market exposure, the shortest time-to-market, an unprecedented portfolio leverage and are enabled to create visibility on their current and future regulatory compliance by displaying their CE-, MDD- and MDR-certificates.

The current product portfolio ranges from medical products, implants and related services to in-vitro diagnostics, consulting services, furniture for hospitals and medical practices as well as sanitary facilities.

## **hystrix medical AG – Team**

The three founders combine knowledge on MedTech products and industry (Philippe Hügli, founder & CEO), IT-development and global business process applications (Roman Eminger, co-founder & CTO/CIO), finance and risk management (Jonathan Campbell, co-founder & COO/CFO), from left to right.



### **hystrix medical AG – Status and next steps**

The marketplace is live since October 2018, first contracts have been successfully closed. More than 30 hospitals and 45 suppliers have signed a Letter of Intent and are committed users and evaluation partners. The doors at hystrix medical are always wide open for future-oriented hospitals, retirement and nursing homes as well as medical practices, manufacturers, suppliers, distributors and importers of medical goods and services.

Be willing to experiment. Gain experiences. Win sustainably.