# **Project Example – Private Equity**

## **Commercial Due Diligence – Telemedicine**

#### **Situation**

- Leading provider of telehealth services (virtual doctor visits) and remote patient monitoring of chronic diseases
- Publicly listed. International investor holding experienced in healthcare wants to buy majority share.

#### **Actions Proost Ventures**

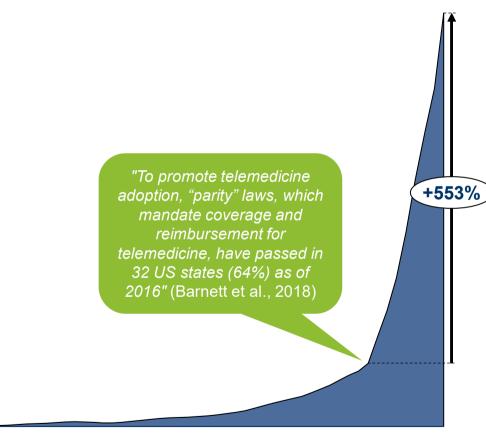
- Regulatory environment and expected changes for telemedicine in selected geographies
- Analyze revenue model and reimbursement regimes by public and private insurers in selected geographies, incl. approval procedure for telemedical services
- Outline market drivers and trends (disease incidence, demographics, technology, prevalence of home care, technological innovation) impacting telemedicine
- Determine market size and growth (both historical and projected) of telemedicine segments (market model)
- Benchmarking, profiling, and segmentation of relevant local and international competitors in telemedicine

### **Project Results**

 Successfully performed buy-side Commercial Due Diligence in 3 weeks (incl. extensive expert and competitor interviews)

### Annual telemedicine visits per insured person

- US, indexed=100\* in Oct 2015 | Oct 2005 | Oct 2017 -



'06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17



Source: Project Experience Proost Ventures