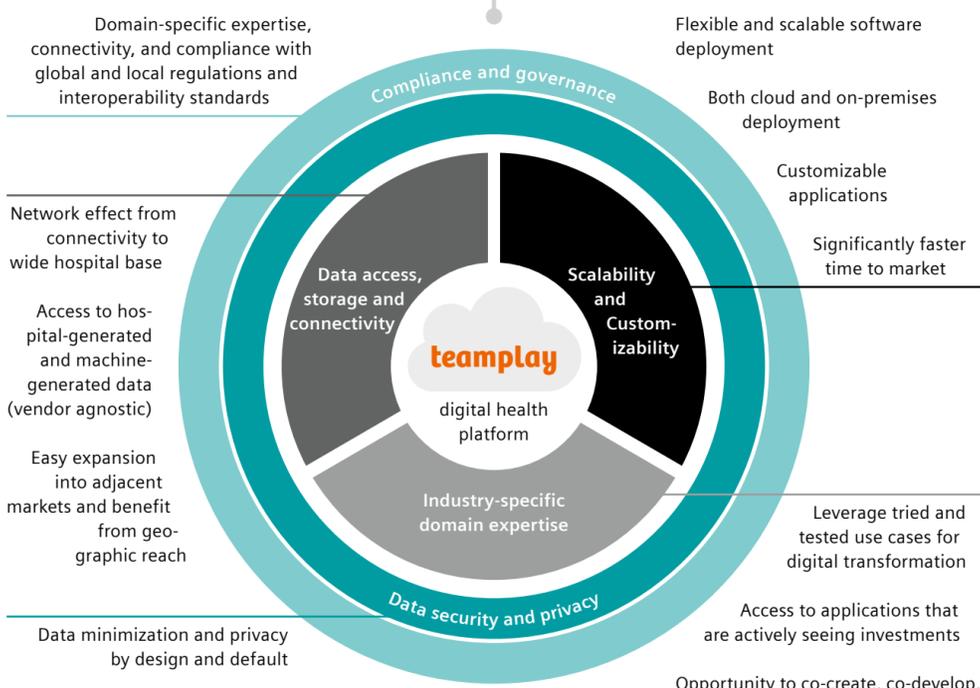


Make vs. Buy?

What is the best way to use a platform approach for accelerating your digital transformation process?

teamply Platform-as-a-Service (PaaS) creates an ecosystem to leverage competences that arise from the synergy between the partners, creating an environment for co-opetition, co-creation- and collaboration to solve industry challenges together, and explore new opportunities.



"Moving towards co-opetition means moving to create joint value, which makes a governance model extremely important. Key questions to consider include understanding which parties may participate in the ecosystem, how they create value, and how to divide it fairly. Governance is an essential ingredient to ensure trust among third parties, especially in a regulated industry like healthcare. In order to create value and to ensure fairness, the teamply digital health platform seems to be at the right spot, making the right strategic moves to become a leading platform for the MedTech industry."

Marshal Van Alstyne, Professor at Boston University and Research Associate at the MIT Initiative on the Digital Economy

5 ways teamply can enable the MedTech and pharma companies to achieve digital transformation goals

- The platform offers value as a unifier of healthcare data. A MedTech PaaS enables companies to achieve digital maturity with its domain-specific attributes and compliance to multiple markets and regulations.
- An established MedTech market leader with platform capabilities offers
 - Scalability by leveraging infrastructure
 - Proven business and technology models
 - Data access, connectivity and geographical reach
- With artificial intelligence and machine learning disrupting healthcare, there is need for datasets to run/train algorithms in the future. A platform that brings together various data sets will be an asset and Siemens Healthineers offers an infrastructure that enables MedTech companies to access and aggregate specific datasets in a bid to be future-ready.
- The platform approach allows partners to leverage the potential of data from existing networks, interconnections, and customer base. Offers opportunities to collaborate among partners and build applications together by leveraging the network effect.
- Siemens Healthineers' expertise in global markets in the areas of compliance and regulation adds value to the platform, as data privacy while handling personal healthcare information is of paramount concern.

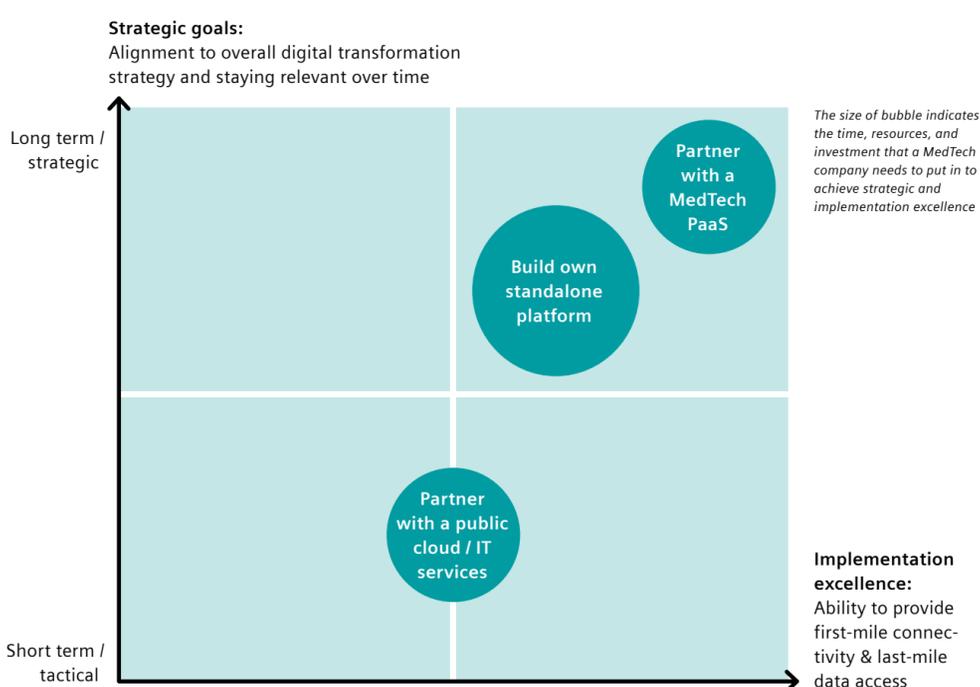
Use Case: platform responds quickly to market needs

Siemens Healthineers leveraged teamply digital health platform to enable its users, in their fight against the COVID-19 pandemic, to quickly adapt the AI-Rad Companion Chest CT algorithm, which uses CT scans to detect pulmonary opacities quickly. The company launched a prototype in April 2020 that was tested in two partner healthcare provider locations. teamply digital health platform was highly instrumental in training the algorithm, as it required healthcare datasets for the program to run effectively. Furthermore, teamply makes it easier to comply with global healthcare data, privacy and security regulations. Within four months, this tool's performance has been validated in collaboration with partner organizations and is ready for launch.



AI-Rad Companion Chest X-ray is currently under development; it is not for sale in the United States and other countries. CE mark is available. Cleverley, J., Piper, J. and Jones, M.M., 2020. The role of chest radiography in confirming covid-19 pneumonia. bmj, 370.

Platform approaches: investment and benefits summary



"Siemens Healthineers is strongly engaged in a wide spectrum of digital activities, from using AI to building applications for operational, clinical, and financial benefits, to building platforms for data integration across the healthcare continuum. All these put us in a position to discuss and consult on comparable use cases along the data value chain – accessing, exchanging, processing, storing, analyzing, and the commercialization of data. From a strategic point of view, teamply digital health platform will continue to expand from its core focus on imaging and conquer adjacencies and multiple clinical specialities. It will be an exciting endeavor for us and our partners as this will put us in 'co-opetition' scenarios with our platform being the vehicle for collaboration and co-creation."

Dr. Christoffer Seubert, Head Portfolio Management, Digital Health, Siemens Healthineers