

BAYER G4A ANNUAL REPORT

2023



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To Our Community

Letter from Anne-Grethe Mortensen

Chief Marketing Officer, Executive VP, Bayer Pharmaceuticals, Member of the Bayer AG Pharmaceuticals Executive Committee

Dear Digital Health Community and Friends of G4A,

After a challenging year in digital health, this annual report showcases the highlights and achievements of the G4A team, contributing to Bayer's digital health ecosystem capabilities, value, and thought leadership.

In the landscape of digital health investment, 2023 has proven to be a challenging year marked by a multiyear low in venture funding. Investor focus has predominantly shifted towards bolstering their existing portfolio companies. However, apprehensions surrounding fundraising amidst lower valuations have impacted VC deals significantly. For G4A's alumni companies, the year has reflected a similar trend. While 2022 showcased a robust performance with a collective raise of \$251.6 million, 2023 saw a reduction, with a combined **total fundraising of \$173.0 million** with 2 exits this year.

These market dynamics underline the resilience and adaptability demanded of our alumni. Despite the funding challenges, their commitment to innovation and growth remains unwavering. As we navigate this landscape, we remain dedicated to supporting our alumni through strategic initiatives and opportunities that foster growth and sustainability.

In line with this commitment, Bayer UK announced a follow-up investment in G4A alumni company **Okko Health**. This investment underscores our confidence in their vision and capabilities. It signifies not just financial support, but a strategic partnership aimed at fostering their sustainable growth in ophthalmology.

Through G4A, Bayer Pharmaceuticals global sustainability team also partnered with **Zuri Health**, a pioneering digital health startup from Kenya. This strategic partnership is a pivotal step in realizing Bayer's sustainability goal to provide 100 million women in low- and middle-income countries (LMICs) with modern contraception annually by 2030.

For this past year, our gratitude extends to everyone who supported G4A, including the G4A Steering Committee, coaches and mentors, and Bayer teams worldwide.

The achievements highlighted in this report fill us with pride, propelling us towards the forthcoming year, with new opportunities for Bayer through G4A. Our focus remains on deploying G4A's operational model to generate immediate value and pursue partnership opportunities that strategically benefit Bayer. Anticipate updates on the fifth edition of the **G4A Digital Health Forum** - an event you will not want to miss.

Join us in celebrating the G4A team's accomplishments and walk alongside us this year as we persist in our pursuit of "Health For All Through Digital Health."

Sincerely,

Anne-Grethe Mortensen

1 - Digital Health Funding Momentum in 2023

The digital health funding landscape in 2023 saw significant shifts, establishing a new normal characterized by decreased funding, smaller deals, and a more concentrated group of investors. This period marked a transition into a new funding cycle, prompting adjustments and challenges for startups, investors, and healthcare innovators.

[The year concluded with a total investment of \\$10.7 billion across 492 deals in U.S.-based digital health startups, representing the lowest investment level since 2019.](#) Q4 2023 was the lowest funding quarter since Q3 2019, with U.S. digital health startups raising \$1.9B across 122 deals.

Investors have pivoted their focus away from pandemic-driven sectors such as telehealth and pharmaceutical R&D. Now, their interest lies in startups that create products for disease treatment, improving nonclinical workflows, and enabling value-based care.

The number of investors in digital health deals decreased to 555 in H1 2023, down from previous years, with 71% of dealmakers being repeat investors. This suggests a shift away from one-time participation by generalist investors, leaving a more focused group of healthcare leading funding activity. Robert Garber, partner at 7wire ventures, highlights during the global finance panel of the G4A Digital Health Forum: “The investors that now stay are the ones who really understand the market and the complexity of healthcare systems.”

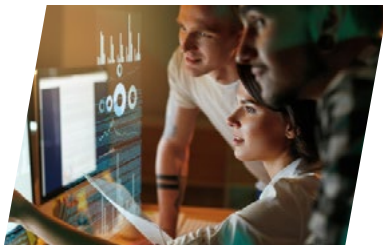
Despite tough market conditions, expected increases in M&A activity and a spike in startup shutdowns did not materialize in 2023. Instead, many companies adopted creative financing strategies to survive. Extension rounds, unlabeled raises, and silent deals from existing investors were common in 2023, especially in early-stage deals. These rounds helped startups sustain operations but also posed risks of dilution. [According to the 2023 year-end digital health funding report by Rock Health 44% of 2023’s fundraising deals were unlabeled.](#)

However, 2024 is anticipated to be a challenging year, with companies likely needing to reduce valuations, seek acquisitions, or early exits. The return of labeled raises is anticipated, with some startups being well-positioned for success while others may struggle. M&A activity is expected to pick up, offering an exit route for some startups. The public market is likely to see a recalibration, with certain companies at risk of delisting and others potentially preparing for public offerings.

While some startups will inevitably shut down, new ones are expected to emerge, particularly in promising areas like digital obesity care and value-based care enablement. This period of reset will hopefully foster a more efficient, sustainable, and innovative digital health ecosystem.

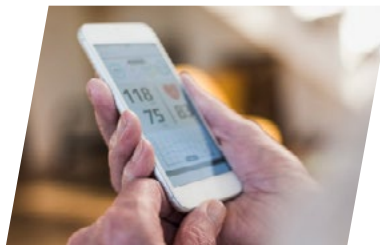
2 - G4A Vision and Mission

Since its launch in 2012, G4A's guiding principle has been to scale existing digital health solutions to have a positive impact on society, empower people to take charge of their care journeys, and to change the way we experience health. To focus on this goal, G4A has pledged to the following three tenets:



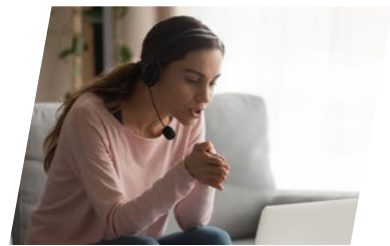
EQUITY

The G4A team believes that unhindered access to health care is not only a right of every person, but a necessity. It is not enough, however, to reform the existing care network; there must be efforts to develop new solutions which address disparities in care that exist between different populations.



ACCESS

G4A's mission to keep empowering more individuals to live healthier lives cannot be achieved until the many challenges presented when accessing healthcare systems are overcome. G4A believes that digital health care has the potential now to act as an equalizer for addressing health issues.



SUSTAINABILITY

In working towards a better future in health, G4A must also consider how best to make this future sustainable. In this pursuit, the G4A team finds that digital health solutions are immeasurably valuable, as digitization lends itself to an increased scope, lower healthcare costs, and greater efficiency.



2.1 - What We Do

Since 2012, G4A, a Bayer Pharmaceuticals initiative, has thrived as an accelerator, partnering with, and investing in digital health companies. It connects innovative entrepreneurs with Bayer’s seasoned experts to scale digital health solutions. G4A explores new partnership opportunities within the health ecosystem, aiming to enhance global health and happiness.

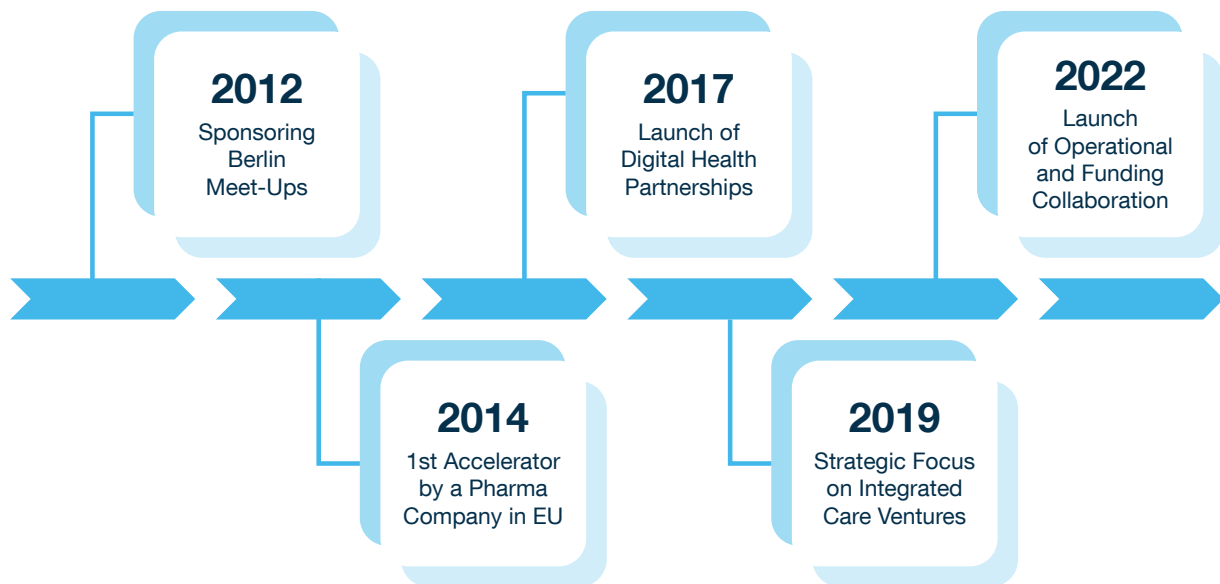
In 2022, adapting to changing funding landscapes, G4A shifted towards a more tailored support model, moving from an accelerator to offering continuous operational support to its partners and alumni. This approach reflects G4A’s commitment to sustainable healthcare through digital solutions, recognized for their scope, cost efficiency, and effectiveness.

Leveraging Bayer’s 160-year legacy in life sciences, G4A partners with early to late-stage digital health companies, fostering innovations for longer, healthier lives. For over a decade, with over 150 partnerships, and 30 collaborations, G4A has been a pivotal force in driving forward digital health initiatives globally, embodying Bayer’s dedication to transformative healthcare technologies.

2.2 - History of G4A

Launched in Berlin in 2012 as Grants4Apps, Bayer G4A began with a vision to tap into Berlin’s vibrant digital ecosystem, enhance transparency, and foster new digital technologies in healthcare through grants for mobile app development. As the digital health sector has dynamically evolved, so has G4A’s mission and strategy.

Today, G4A stands as a pivotal bridge connecting digital health innovators with Bayer. The transition from its initial grant-funding model to a continuous partnership and funding approach marks G4A’s adaptive journey in the ever-evolving healthcare industry. This evolution reflects G4A’s unwavering commitment to shaping a better future by developing and scaling digital health solutions, staying true to its roots of innovation and collaboration within the digital health ecosystem.



3 - G4A Value Capture in 2023

19

G4A COMPANIES CLOSED FINANCING ROUNDS IN 2023

\$173M

TOTAL RAISED IN 2023 BY THESE COMPANIES

\$2.2B

TOTAL RAISED TO DATE BY ALL G4A ALUMNI COMPANIES

\$4.0B

POST-VALUATION OF ALL G4A ALUMNI COMPANIES



Notable G4A Partnerships in 2023:

- // Bayer acquired **Blackford Analysis**. The acquisition is a part of Bayer’s strategy to invest into innovative technology to further **enhance its medical imaging solutions**.
- // G4A strengthened its partnership with **Okko Health** through a second convertible loan. The Bayer G4A UK team will work together with Okko Health to better support physical workflow, and **help to address early progression of macular degeneration** in patients.
- // G4A welcomed **Zuri Health** to their portfolio. The virtual hospital received a convertible loan and will support Bayer Pharma’s UN sustainability commitment to **provide 100M** women in low and middle income countries with **modern contraception** options every year until 2030.

4 - 2023 Digital Partnerships

G4A aims to enhance its provision of personalized and ongoing support to existing partners and alumni companies, supporting them in realizing their visions for the future of healthcare. This customized Digital Health Partnerships program retains its focus on tackling specific challenges that are of strategic relevance for Bayer, such as cardiometabolic and renal health, radiology, oncology, and women’s health. However, it adopts an adaptable approach in collaborating with digital health companies across various developmental stages. In 2023, G4A announced two partnerships with digital health companies changing the experience of health.

4.1 - Partnering with Zuri Health

Through G4A’s Digital Health Partnerships, Bayer Pharmaceutical’s Global Sustainability team partnered with Zuri Health, a pioneering digital health startup from Kenya. This strategic partnership is a pivotal step in realizing Bayer’s sustainability goal to provide 100 million women in low- and middle-income countries (LMICs) with modern contraception annually by 2030.

Zuri Health’s innovative virtual clinic is revolutionizing healthcare delivery across the region. With an integrated ecosystem encompassing a mobile app, website, WhatsApp bot, and SMS service, Zuri Health ensures comprehensive access to pharmacies, diagnostic services, laboratories, and telemedicine offerings. At the heart of this collaboration is the profound impact it holds for the empowerment of women and girls. The partnership between Bayer G4A and Zuri Health aims to bridge this gap by harnessing the potential of digital technology to provide accessible and affordable healthcare services.

Bayer’s Dr. Ariane de Hoog, G4A’s Sophie Park, and Co-Founder & COO of Zuri Health Titilola Olaolu-Hassan talked about the partnership in a podcast episode for Digital Health Today. You can listen to these three great women talking about access to contraception in low/middle income countries through digital health solutions [here](#).



“Zuri Health’s journey with G4A has been incredible and exciting so far. The partnership has not only illuminated our potential but has also announced us to a world of new possibilities. Bayer G4A’s cohesive group dynamic has made this journey deeply rewarding and we are optimistic about achieving even greater results with them as our partners.”



ZURI HEALTH

Titilola Olaolu-Hassan
Co-Founder and COO



4.2 - G4A UK Partnering with Okko Health

G4A UK's partnership with Okko Health marks a transformative investment in a phased pilot study, harnessing Okko's innovative solution. Okko uniquely merges vision science and computer science, offering a platform that precisely measures sight and detection of ophthalmological degenerative disorders with reliability. Their user-friendly platform facilitates reliable home-monitoring and supports better physician workflow to ultimately support better patient care.

This collaboration aims to demonstrate Okko's acceptability and usability within UK medical practices, particularly focusing on medical retina patients and aligning seamlessly with Eylea 8mg ambitions. In addition, the follow-up strategic investment lays the groundwork for larger commercial agreements in the future. Okko's solution, enabling precise and reliable home-monitoring, enhances utility for clinicians and sets the stage for comprehensive outcome analysis.






Together, Bayer G4A UK and Okko Health, are uniting innovation and collaborative excellence to enhance patient outcomes within retinal care in the UK.

5 - G4A Portfolio

5.1 - Company Financing Rounds in 2023

Amid a multi-year low in venture funding across digital health, investors are primarily focused on supporting existing portfolio companies, yet a reluctance to fundraise at low valuations is also impacting VC deals. As such, 2023 has been a challenging but hopeful year for G4A's alumni companies that have raised a combined total of \$173.0M in comparison to \$251.6M in 2022 in addition to 3 exits. You can visit our website [here](#) for the full G4A portfolio.

Portfolio Companies

Company	Description	Cohort Year	Last Funding Amount
 BioLum	BioSense AMD (Airway Monitoring Device), aids in the diagnosis and monitoring of respiratory diseases, such as asthma and COPD.	2019	\$1.00M
 CareNostics	Integrates clinical decision support models into provider EHRs to help clinicians identify high-risk chronic disease patients.	2022	\$5.00M
 chorus	Application software designed to offer specialized care for women starting with menopause.	2020	Undisclosed
 wellthy	Digital therapeutics (DTx) bridging the gap for better health outcomes, by enabling digital care for complex clinical conditions.	2019	Undisclosed
 ZURI HEALTH	Virtual hospital providing quality affordable and accessible healthcare services to patients across Sub-saharan Africa.	2023	Undisclosed

Alumni Companies

Company	Description	Cohort Year	Last Funding Amount
	Software and breath-and saliva-biosensors for precision health monitoring.	2018	\$4.12M
	Speeding up diagnostics with advanced AI for medical image analysis solutions.	2019	Undisclosed (Acquired by Bayer)
	B2B-services to enable lean development of wearable health applications.	2017	\$4.02M
	AI-powered drug discovery for targeted and efficient pharmaceutical solutions.	2018	\$62.22M (Acquired by Recursion)
	Revolutionary blood test that aids in the diagnosis of active endometriosis.	2015	\$0.25M
	Matching research sites to the right clinical trial protocols, unlocking site potential worldwide.	2017	\$21.90M
	Low-cost diagnostics, lifestyle coaching, and predictive analytics, all delivered through a smartphone.	2018	\$13.61M
	Revolutionizing pharmacy services for improved accessibility and convenience.	2018	Undisclosed
	Ring-type medical device to monitor atrial fibrillation, blood pressure and oxygen saturation.	2017	\$17.38M
	Connecting healthcare professionals for collaborative insights and improved patient care.	2017	\$5.06M
	Empower patients with fun and easy-to-use apps that help them better manage their diseases.	2018	\$10.95M
	AI-driven drug discovery company delivering population targeted cancer therapies.	2016	\$27.30M
	Developing simple and affordable OCT diagnostics for improved and personalized patient care	2019	Undisclosed (Acquired by Heidelberg Engineering)

5.2 - G4A Portfolio Funding and Valuation

To date, G4A’s companies have raised \$2.2B collectively and have a total post-valuation of \$4.0B. G4A’s companies have seen an increase of 4% in average total funding raised and an increase of 1% in average post-valuation by the end of 2023.

Despite sector challenges, the standout deal amongst our alumni companies this year is the acquisition of Cyclica by Recursion Pharmaceuticals (a Leaps portfolio company) for \$62 million. The highest funding raise was Turbine’s, which raised \$27M in Series A funding between November 2022 and June 2023.

Digital health funding databases reveals a slowdown since Q2 2022 in VC funding, with deals leaning towards existing investors, increased debt financing, and undisclosed valuations. Early-stage funding has proven more resilient, likely due to uncertainties in exit opportunities and lower initial funding needs.

TOTAL RAISED TO DATE

Year	Total Funding Amount Raised (M)	Post Valuation (M)
2014 - 2023 Total \$	\$2.2B	\$4.0B
2014 - 2023 Total €	€2.0B	€3.6B



Year	Avg. Total Funding Amount Raise (\$M)
2023	31.42
2022	30.30

6 - G4A's Impact in Digital Health

6.1 - Alumni Highlights

G4A proudly presents the achievements and updates from our alumni companies, highlighting their significant impact in 2023 on transforming the health experience.

 **ALUMNI COMPANIES**
 QUARTER 1 2023 HIGHLIGHTS

<p>Blackford</p> <p>Blackford Analysis was acquired by Bayer to further accelerate their radiology AI-platform Calantic. Blackford is now a full subsidiary of Bayer AG.</p>	<p>inato</p> <p>Inato, 2017 G4A finalist, raised \$20 million in a series A2 funding for its tech platform to enable access to inclusive and more diverse clinical trials.</p>	<p> turbine</p> <p>Cancer Research Horizons and Turbine AI partner to leverage its proprietary Simulated Cell platform to solve complex diseases in oncology.</p>	<p> Resony</p> <p>Resony Health and Heka Benefits team up to improve employee wellbeing in the UK through personalized wellness programs.</p>
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 **ALUMNI COMPANIES**
 QUARTER 2 2023 HIGHLIGHTS

<p> SkyLabs</p> <p>Developing the world's first ring-type medical device CART-I BP with the ability to monitor atrial fibrillation using PPG and ECG signals.</p>	<p> Resony</p> <p>Resony Health named the Company of the Month by MedCity and partnering with SETSquared Partnership to accelerate growth.</p>	<p> wellthy</p> <p>Wellthy Therapeutics on their FDA and #HIPAA certifications for their disease-agnostic, modular, software-as-a-medical-device (#SaMD) platform!</p>	<p> SOPHiA GENETICS™</p> <p>For introducing NovaSeq™ 6000 pipeline for high-throughput NGS analysis, automating data upload, analysis, and variant annotation to optimize resources.</p>
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G4A ALUMNI COMPANIES

QUARTER 3 2023 HIGHLIGHTS



CareNostics

AI startup Carenostics raises **\$5 million** in Seed funding led by M13 to transform healthcare through earlier diagnosis and treatment of chronic disease patients.



ACORAI

Acorai receives **FDA Breakthrough Device Designation** for their non-invasive intracardiac pressure monitor.



aparito

Aparito and TruLab, two companies focused on improving rare disease studies, have **formed a partnership** to improve the efficiency and experience of clinical trials.



ZURI HEALTH

Bayer Pharmaceuticals is partnering with Zuri Health from Kenya to **increase access to health care for women and girls** in Sub-Saharan Africa through G4A's Digital Health Partnerships.



G4A ALUMNI COMPANIES

QUARTER 4 2023 HIGHLIGHTS



ACORAI

G4A 2021 alumni **Acorai** receives **€2.3M** grant funding from European Commission for their pioneering heart failure solution.

Blackford



Blackford and **Agamon Health** announce commercial partnership to close imaging patient care gaps by bringing AI-based workflow management to healthcare providers.

SkyLabs

G4A 2017 alumni company **Sky Labs** secures **\$15.6 Million** in series C funding.



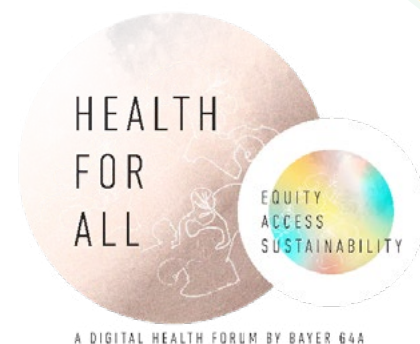
TILAK

Tilak Healthcare raises **€10 Million** to continue growing its leading ophthalmological telemedicine offering.

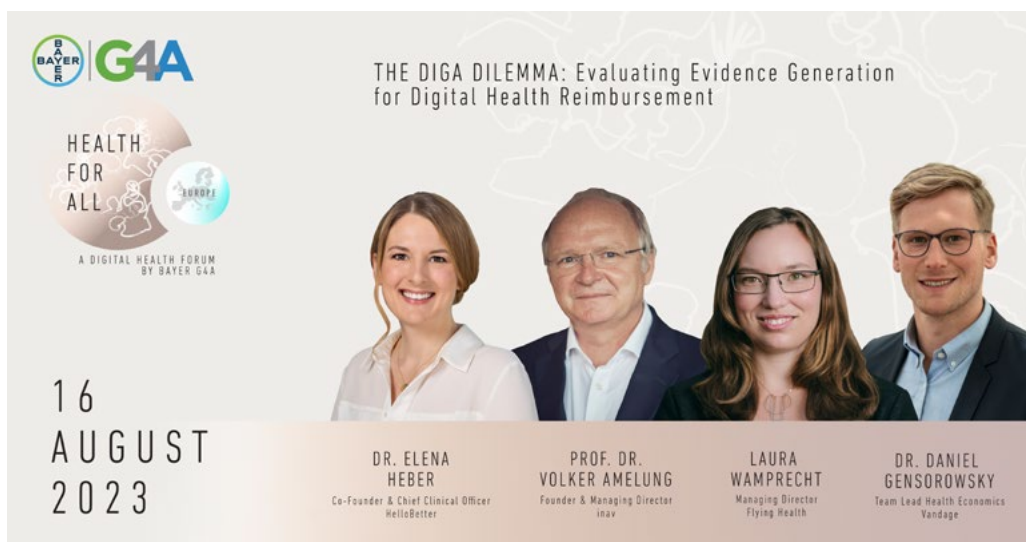
6.2 - Digital Health Forum

Since 2020, the G4A Team hosts a global virtual event gathering over 5,000 attendees: a meeting of the minds for digital health experts, with speakers ranging in a variety of both expertise and backgrounds in healthcare and technology.

In 2023, the **Digital Health Forum – Around the Globe Edition** was hosted as LinkedIn live sessions featuring conversations from the most innovative digital health regions across the globe. The panel discussions featured the latest in digital health under G4A's tenets **Equity, Access, and Sustainability** and across different key regions (Europe, Israel, U.S., and global perspectives).



Europe Edition - The DiGA Dilemma: Evaluating Evidence Generation for Digital Health Reimbursement



For this thought-provoking panel discussion, our speakers delved into digital health reimbursement, especially the challenges of evidence generation for DiGA approvals in Germany. DiGA became the magic word for digital health enthusiasts praising the first official digital health reimbursement model globally. But more and more criticism was raised by multiple stakeholders raising from very long approval processes to criticizing the methodological quality of clinical trials. With this group of industry representatives, we examined the criticism researchers have raised in the discussion on the robustness of clinical trials for DiGA applications and shed a light on considerations how policymakers and digital health companies must navigate on their journey towards digital health reimbursement.

Panelists:

Laura Wamprecht, Managing Director Flying Health - Moderator
 Prof. Dr. Volker Amelung, Founder & Managing Director at inav
 Dr. Elena Heber, Co-Founder & Chief Clinical Officer at HelloBetter
 Dr. Daniel Gensorowsky, Team Lead Health Economics at Vandage

You can watch the recording of this session [here](#).

Israel Edition - The Power of International Collaboration: Exploring Israel's Innovation Ecosystem



In our second session of the Digital Health Forum Around the World - Israel Edition, our speakers explored Israel's innovation capabilities and delved into Israel's remarkable innovation landscape highlighting capabilities in exporting innovations worldwide, with a spotlight on digital health and care. In addition, collaborative business models were discussed, unveiling the secrets behind Israel's allure for innovators and its distinctiveness compared to other nations. This panel of experts also shared their insights into future trends as Israeli enterprises reveal cutting-edge concepts, leveraging AI for proprietary solutions, securing data usage in healthcare, and seamlessly integrating innovations into clinical workflows.

Panelists

[Yael Ophir](#) – Executive Director Health IL - Moderator

[Neta Gruber Perry](#) – Director International Health-Tech & Global Business Development

[Aviad Tamir](#) - Head of Israel's Economic and Trade Mission

[Roy Weisner](#) - Managing Director at aMoon Fund

You can watch the recording of this session [here](#).

Global Edition with U.S. Focus - The Pulse of Digital Health: Evaluating Investment Decisions & Market Dynamics



As economies worldwide continue to grapple with the aftermath of continued recessions, mainstream healthcare systems are under increased financial strain. At the same time, demand for healthcare services has surged due to economic hardships. Digital health emerged as a promising solution during the pandemic, offering cost-effective, scalable, and accessible alternatives to traditional healthcare services. However, post-COVID investments in the digital health space have receded to pre-crisis levels, leading to market consolidation.

During our last session of 2023's G4A Digital Health Forum, a group of renowned healthcare investors diagnosed the ongoing economic shifts and evaluated their impact on the digital health space across various markets, including the US, Europe, and APAC.

Investors currently face a unique challenge: how to assess the scalability and long-term potential of digital health startups in an uncertain economic environment. The panel provided insights into the investor's point of view and showcased real-world examples to illustrate what investors expect from companies in a world where access to healthcare becomes more constrained due to a weak economy.

For digital health startups navigating these turbulent waters, the panel discussed strategies to attract and retain investors who may be more risk-averse in the current market environment. The discussion included valuable advice for digital health entrepreneurs seeking to thrive in an ever-changing economic landscape.

Panelists:

Jessica DaMassa, Host & Executive Producer at WTF Health - Moderator
Bill Evans, Founder & General Managing Partner at Rock Health
Robert Garber, Managing Partner at 7wire ventures

You can watch the recording of this session [here](#).

6.3 - Pitch Club

In 2021, G4A introduced the Pitch Club, creating an online platform where digital health startups can present their companies and solutions to a diverse audience including digital health specialists, venture capitalists, potential collaborators, and media representatives. Pitch Clubs use a format showcasing 4 companies x 3 minute pitches x 3 jury members x a live audience Q&A. This year, G4A has hosted 2 Pitch Club events attracting over 50 submissions from digital health startups.

4 Digital Health Startups

3 Minute Pitch

3 Jury Members

Live Audience – Q&A

Thanks to our jury members this year:

Matthew Holt, Digital Health Executive & Editor, The HealthCare Blog

Jan-Hendrik Buerk, Partner at b2venture

Doug Lee, Vice President of Business Development and Licensing at Bayer

Dr. Sven Jungmann, CEO & Co-Founder at Halitus GmbH

Michelle Rider, Chief Marketing Officer at Marvin

Alan Maxey, US Commercial Lead of Integrated Care + Innovation at Bayer

Finalists of Pitch Club 2023



6.4 - G4A Country Engagement

The G4A Country Program has been steadily growing since 2022 to streamline efforts to build a global digital health ecosystem within Bayer.

This year three G4A countries continued their programs: G4A UK-Ireland, Turkey, and Greece.



UK-Ireland:

The G4A UK Innovation Program centered its efforts on addressing the significant challenges posed by stroke in the UK. With stroke being a leading cause of mortality and disability, the program aimed to tackle key priorities identified by NHS England and stroke associations. These priorities included long-term research into post-stroke rehabilitation, developing new patient pathways, integrating technology for accurate diagnosis and referral, and enabling sustained self-management to prevent recurrent strokes and maintain mental and physical wellbeing.

Recognizing the potential of digital tools to support patients, caregivers, and healthcare providers throughout the stroke journey, the program sought innovative solutions to ease the strain on the healthcare system. The focus on developing novel digital tools aligned with Bayer UK's commitment to stroke care, complementing their investments in pharmaceutical assets. In addition to stroke, UK aims to address inefficiencies and support NHS England through digital partnerships such as Okko Health. This holistic approach aimed to establish Bayer UK as a leader in advancing stroke care through multidimensional solutions, ultimately alleviating pressure on healthcare resources while prioritizing patient outcomes.





Turkey:

The G4A Turkey Innovation Program focused on finding groundbreaking solutions in pharmaceuticals and consumer health. In pharmaceuticals, the program has targeted faster disease diagnosis, improved patient-professional communication, and sustainable healthcare services in areas like Oncology, Cardiology, Women's Health, and more. In Consumer Health, the program aims to enhance quality of life, promote health literacy, and facilitate access to products through innovative sales channels, focusing on Dermatology, Food Supplements, Digestive Health, and combating the Common Cold. The program stressed the need for technology-driven solutions for efficient sales teams and novel communication methods reaching consumers, patients, and healthcare professionals.



Greece:

The G4A Greece Level-up innovation program this year focused on critical health challenges: Chronic Kidney Disease (CKD), Retinal Diseases, and Prostate Cancer. The program aims to find solutions that facilitate convenient CKD management, early detection of retinal diseases, and advanced digital tools for remote monitoring and self-testing in prostate cancer. Prioritizing patient ease and integration of medical advice into daily life, the program sought innovative approaches to improve outcomes and accessibility across these key health areas.



6.5 - Ecosystem Engagement

6.5.1 - HLTH

With over 10,000 attendees, 2500+ CEOs, and 250+ speakers, [HLTH 2023](#) emerged as the leading conference for exchanging ideas, partnering and investing into the future of healthcare, and the epicenter for fostering a collective commitment to advancing healthcare and enhancing patient outcomes through technology. This year, HLTH was attended in collaboration with the Bayer G4A, Consumer Health, and Bayer Pharma's Business Development and Licensing teams. The team had over 150 follow-up partnership requests and leads after the 3-day event, not including full day in-person meetings with international stakeholders in healthcare.

One of the standout conversations of this year's HLTH conference was the emphasis on collaboration and partnerships in digital health and its integral role in reshaping the healthcare landscape. From artificial intelligence and machine learning to telemedicine and remote patient monitoring, the conference showcased a plethora of technologies poised to revolutionize the way healthcare is delivered and consumed.

Equity and inclusivity were also at the forefront of discussions, with speakers such as Sebastian Guth, President of Bayer U.S. and Pharmaceuticals for North America addressing the importance of ensuring that healthcare innovations benefit all segments of society. The conference highlighted the need for collaborative efforts to bridge the healthcare disparities gap and leverage technology to reach underserved communities.

In conclusion, the conference provided a roadmap for the future, where collaboration and technological advancement holds the key to unlocking possibilities in healthcare.



6.5.2 - Frontiers Health

The 2023 [Frontiers Health](#) conference in Rome was a convergence of minds in the global digital health landscape, hosting over 120 investors, 200 speakers, and 180 startups from 50 countries. It emerged as a premier platform delving into digital therapies, breakthrough technologies, healthcare transformation, investments, and ecosystem development. The Frontiers Health conference this year marked an exceptional collaboration with Bayer G4A and Consumer Health's innovation team, coinciding with the soft launch of their new innovation program, **Elevate**.

Frontiers Health spotlighted the evolving digital health landscape, emphasizing the need for sustainable business models, validated clinical evidence, and strategic partnerships. The coming year might witness continued innovation, focusing on refining existing solutions, navigating reimbursement challenges, and leveraging AI for efficient healthcare advancement.

Moreover, beyond the conference itself, the team engaged in full-day, in-person meetings with international stakeholders and industry thought leaders. These interactions further solidified connections, paving the way for potential impactful partnerships and initiatives in the global health innovation ecosystem. Here are the key takeaways:

Investment Climate:

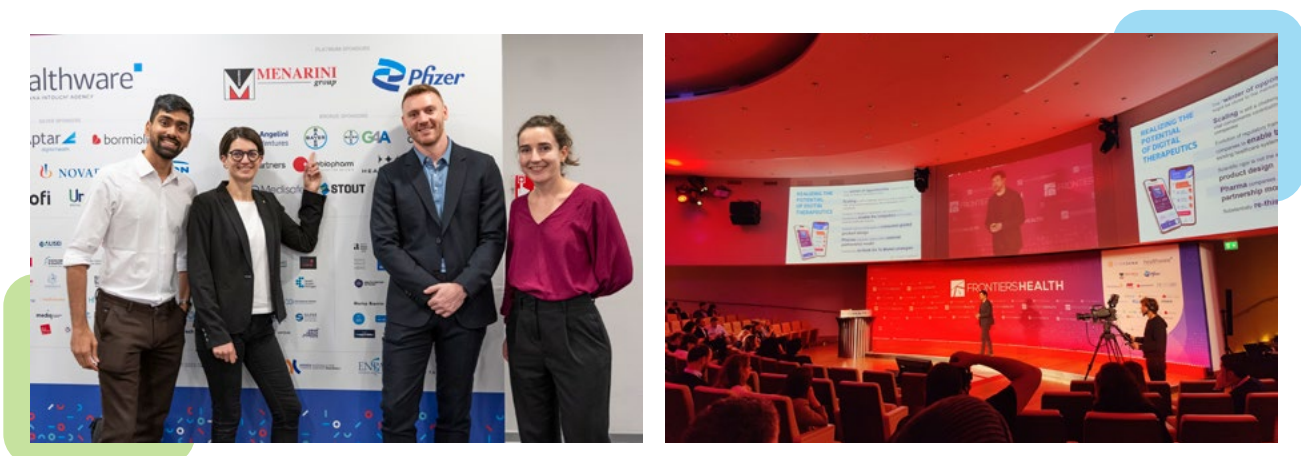
- // Funding Trends: A decline in funding and exits were observed, impacting valuations but with attractive M&A exits MOIC in the US and Europe.
- // Startup Success Factors: Companies with strong leadership and proven clinical evidence stood out, while investors scrutinized business models, go-to-market strategies, and profitability for long-term survivability.

Industry Insights:

- // Technology Convergence: There's a trend towards refining successful solutions and business models, incorporating tweaks and additions based on prior successful startups.
- // Reimbursement: Debates centered around reimbursement in digital health, leading many startups to consider direct-to-consumer models as part of their strategy.
- // Pharma Partnerships: Pharma remains a sought-after strategic partner, emphasizing the importance of alignment rather than experimental pilots.

Emerging Trends:

- // AI and Innovation: AI and large-language models emerged as pivotal trends, discussed by thought leaders for their potential to accelerate innovation in the healthcare sector.



6.6 - Digital Community Engagement

Followers:

 **6k**

 **21.1k**

 **18k**

Newsletter:

1500

Meetup Group:

17k

Bayer G4A
6,036 followers
1w • Edited

In August at our #DigitalHealthForum, Prof. Dr. Volker Amelung dived deep into the intricacies of the #DiGA market. Don't miss the full discussion on "DiGA Dilemma - Assessing Evidence Generation for Digital Health Reimbursement" available on YouTube: <https://lnkd.in/eWbG2n5Y>

#HealthForAll #digitalhealthleaders



PROF. DR. VOLKER AMELUNG
CEO at Bayer

Bayer G4A @G4Ahealth - Aug 30
What makes partnering with #G4A unique? Through our #G4APartnerships, we recently collaborated with @ZuriHealth to increase access to health care for women and girls in Sub-Saharan Africa. For more information on our partnership, please visit g4a.health/bayer-g4a-part



ZURI HEALTH
Titilola Otaolu-Hassan
Co-Founder and COO

Bayer G4A @G4Ahealth - Sep 1
Happy Friday! We are back with another weekly ecosystem digest 
 @MyViomme banks \$66.5M round, partners with CVS to sell at-home diagnostic tests.
Read more here linkedin.com/feed/update/ur...



\$56M
ECOSYSTEM INVESTMENT VALUE*

8
ECOSYSTEM DEAL COUNT*


*Information presented based upon industry developments within the described time period published by Pitchbook.

Bayer G4A
6,036 followers
2w • Edited

In a new blog post, Dr. Claus Runge, SVP, Global Head of Market Access, Public Affairs & Sustainability, penned down Bayer's dedication to advancing women's reproductive health leveraging #digitalhealth solutions.

Globally, only 55% of women have control over their reproductive choices. To reshape this narrative, Bayer is taking measures to redefine women's healthcare access in underserved regions by joining forces with United Nations Population Fund (UNFPA)'s "my rights - my choices" initiative and partnering with Zuri Health in Sub-Saharan Africa to deliver affordable healthcare and a virtual clinic.

These partnerships are part of Bayer's objective of providing 100 million women in marginalized communities with modern contraceptive options by 2030. Learn more here <https://lnkd.in/dstKRGGQ>
#womenshealth #HealthForAll Bayer | Pharmaceuticals



ADVANCING HEALTH EQUITY
Family Planning in the Palm of Your Hand

Bayer G4A
6,036 followers
1mo • Edited

Our #G4A alumni companies have achieved impressive milestones in Q3 of 2023 although the quite challenging situation in the #digitalhealth space. Congratulations to all!  **Acorai Zuri Health Carenostics Aparito #G4AProud**

G4A ALUMNI COMPANIES
QUARTER 3 2023 HIGHLIGHTS

 Carenostics AI startup Carenostics raises \$5 million in Seed funding led by M13 to transform healthcare through earlier diagnosis and treatment of chronic conditions.	 ACORAI Acorai receives FDA Breakthrough Device Designation for their non-invasive intracardiac pressure monitor.	 Aparito and TruLab, two companies focused on improving rare disease studies, have formed a partnership to improve the efficiency and experience of clinical trials.	 ZURI HEALTH Bayer Pharmaceuticals is partnering with Zuri Health from Kenya to increase access to health care for women and girls in Sub-Saharan Africa through G4A's Digital Health Partnerships.
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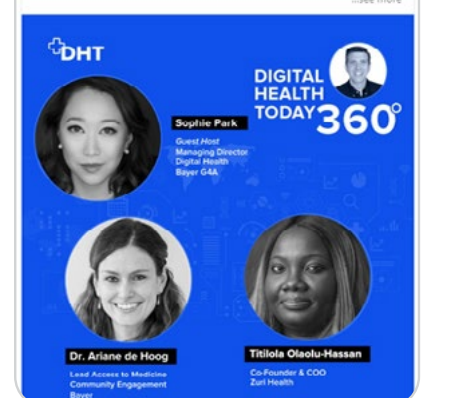
with Aparito and 3 others

Bayer G4A
6,036 followers
1mo • Edited

Listen in as our #G4A Managing Director Sophie R chats with Dr. Ariane de Hoog from Bayer and Titilola Otaolu-Hassan from Zuri Health about how #digitalhealth can empower women and enhance equitable healthcare access in Africa, all while aligning with Bayer's sustainability goal to provide 100 million women in low- and middle-income countries with modern contraception every year by 2030. Listen here: <https://lnkd.in/edrbvqM>

Digital Health Today
11,078 followers
1mo • Edited

Women and girls in low/middle-income countries are facing an urgent unmet need for modern contraception. [...see more](#)



DIGITAL HEALTH TODAY 360°

Sophie R
Guest Host
Managing Director
Digital Health
Bayer G4A

Dr. Ariane de Hoog
Lead Access to Medicine
Community Engagement
Bayer

Titilola Otaolu-Hassan
Co-Founder & COO
Zuri Health

7 - Looking Forward to 2024

Looking ahead to 2024, Bayer G4A's Digital Health Partnerships remain focused on executing G4A's operational model. The main goal is to create immediate value while strategically aligning opportunities that amplify the broader Bayer ecosystem. This approach reflects the team's commitment to sustainable growth and innovation.

One of our key initiatives includes hosting the fifth edition of the **G4A Digital Health Forum**. This conference serves as a nexus, uniting thought leaders from the digital health space and the broader healthcare ecosystems. Together, we aim to engage in insightful discussions that envision and shape a healthcare future aligned with G4A's vision of *Health For All through Digital Health*.

Moreover, our commitment to fostering innovation extends to hosting the Pitch Club event mid-way through the year. This platform offers early-stage startups a stage to pitch their solutions, providing a global audience and expert jury members an opportunity to engage with groundbreaking ideas.

In the coming year, our focus remains unwavering—to catalyze innovation, build strategic partnerships, and drive positive transformation in healthcare. Through these initiatives, Bayer G4A endeavors to play a pivotal role in shaping a more equitable, sustainable, and impactful landscape in healthcare.

7.1 - Meet The Team



Sophie Park
Managing Director,
Investments and Partnerships,
G4A Digital Health



Jenny Wüstner
Activation & Brand
Engagement Manager
G4A Digital Health



Bharat Rachupalli
Program & Portfolio
Manager G4A Digital Health



Madeleine Kascha
G4A Assistant



Carolin Braun
G4A Assistant



Artur Peña Loyo
Strategy and Investments Intern



Disipta Samanta
Marketing and Communications
Intern