

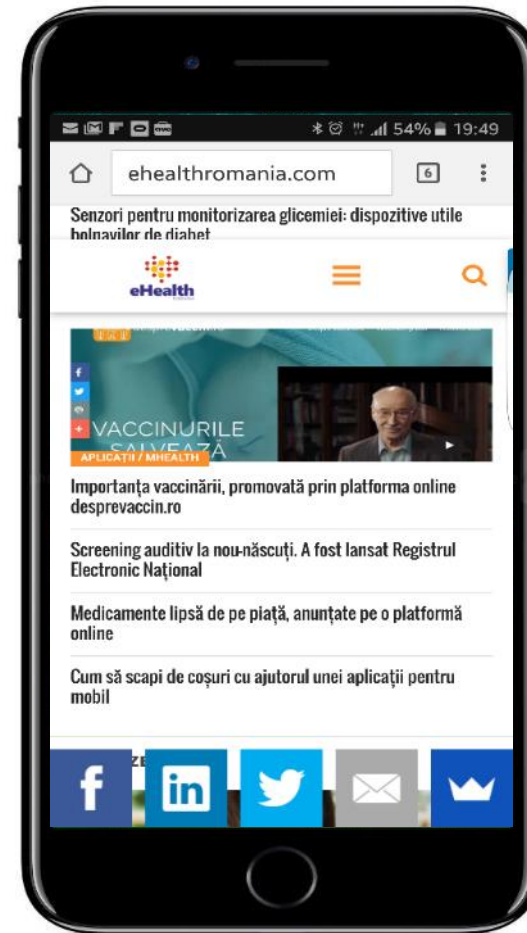


**eHealthROMANIA.com**

A guide on Health Innovation for the **Patient 2.0**

# Why

Medical research and technology provide these days tremendous opportunities for living longer and being in control for a healthier life



## 2015

eHealthRomania.com was launched in 2015

- to enable Romanian patients' access to medical innovation news and reliable online content
- aggregate the local community of digital health adopters

# Patient 2.0

Personalized therapies,  
new medical approaches,  
devices and sensors,  
**disruptive reshape of  
personal health**, online  
access to medical help

personal health, online  
access to medical help



In the last quarter of 2016, the number of unique users of **eHealthRomania.com** increased by 39% compared to Q3 2016 (from 139,000 to 194,000)

# Professionals

Doctors, pharma, technology people and health entrepreneurs need to be **informed, connected and inspired** by info, best cases and events



## 150.000

In January 2017, eHealthRomania.com news, interviews and analyses were read more than 150,000 times.

# Shortage in doctors' availability

Patients seek for solutions outside classical medicine due to **3 global challenges**:  
Populations getting older, shortage in medical staffs and lack in personalized attention.

GLOBAL CHALLENGE #1



GLOBAL CHALLENGE #2

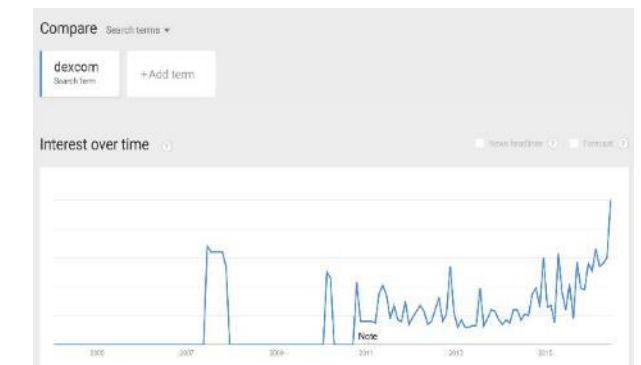


GLOBAL CHALLENGE #3



## Search 5x

Google Search for glucose monitoring sensors in Romania increased by 5 times in the last 2 years.



# The Need for good, certified Content

Given the existing  
“educational”  
tabloid content on  
TV, online or print,  
**valuable content  
alternative** is well  
appreciated by  
readers. Patients or  
professionals



## 400.000+

Over 400,000 unique viewers  
visited eHealthRomania.com  
in 2016, each month, more  
than the month before.





# Local health news covered



# Romanian eHealth initiatives





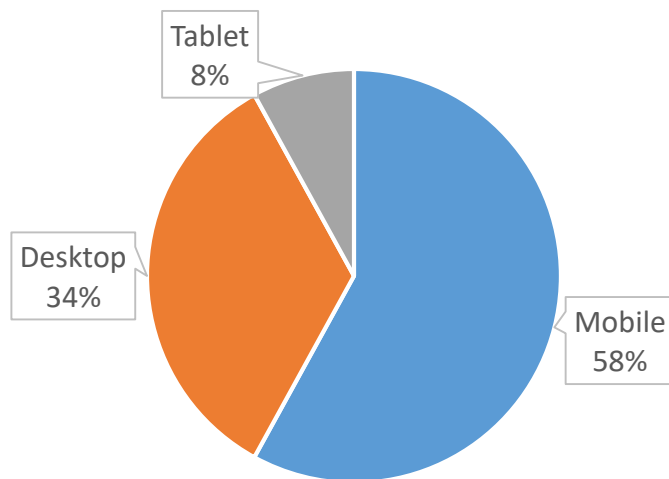
# Local health promoters



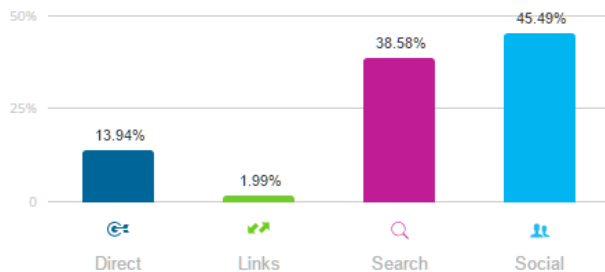
SILVANA



# Mobile first



## Traffic Sources

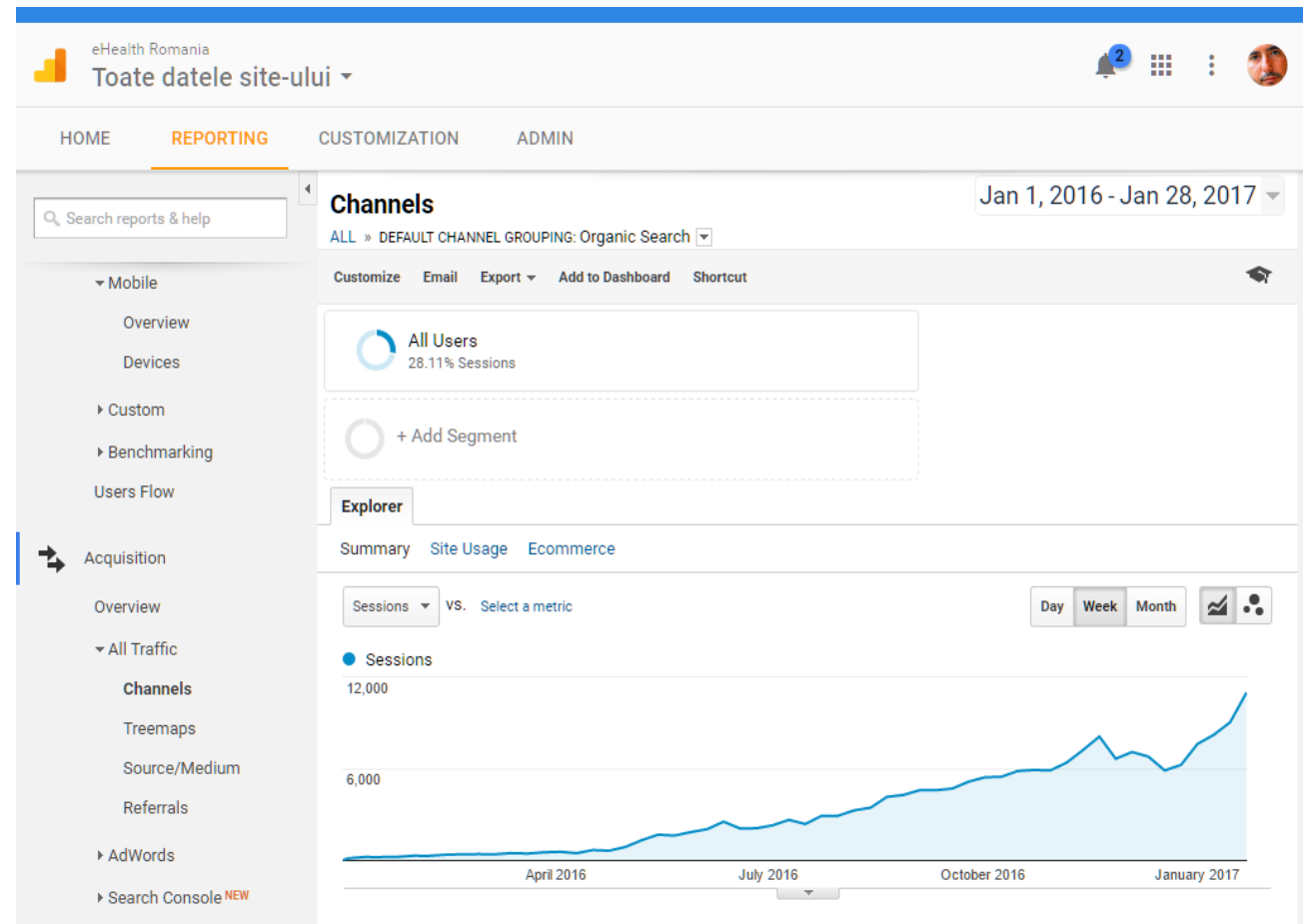


58%

More than half of the visitors are using the smartphone to access the site.

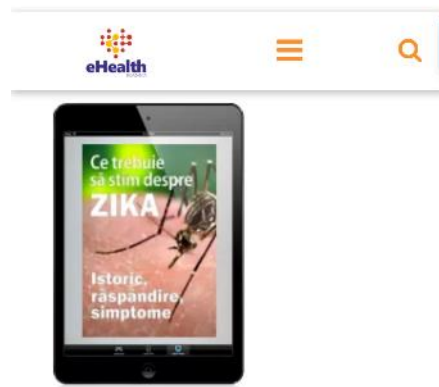
38%

Organic Search counts for nearly 40% of traffic and it is monthly increasing.



# Editorial directions

## EBOOK Downloadable



DOWNLOAD

### CE ESTE VIRUSUL ZIKA

Infectarea cu virusul Zika este produsă de



## VIDEO Interviews



## LIVE Facebook



## REVIEWS medical gadgets



## ANALYSIS Focus themes



## PATIENTS ASSOCIATIONS Projects

### Senzor de glicemie Dexcom G4 în România. Cât costă și cum se folosește



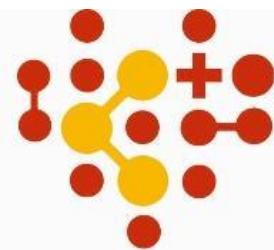
Folosirea unui senzor de glicemie G4 de la Dexcom poate schimba radical viața unui bolnav de diabet (mai ales de

## NEWSLETTER weekly info

### Newsletter eHealth Romania



Cele mai noi informații din Sănătatea Digitală sunt trimise profesioniștilor printr-un newsletter săptămânal.



Lucian Ionita

Digital Health Enthusiast

[lucian.ionita@ehealthromania.com](mailto:lucian.ionita@ehealthromania.com)

+40-724.383.642

**eHealthROMANIA.com**