



Rethinking Medical Exchange



The problem

Medical information is fragmented and not easily accessible

81,2% of primary care of primary care physicians say they have difficulty to access medical information from patients



CD/DVD is still the main system to deliver a radiology test to a patient

*In the US, **only 12%** of Medical Centers provide online access to Medical Images.
40% of people >65yrs don't have an internet connection*



In referral processes, information is lost

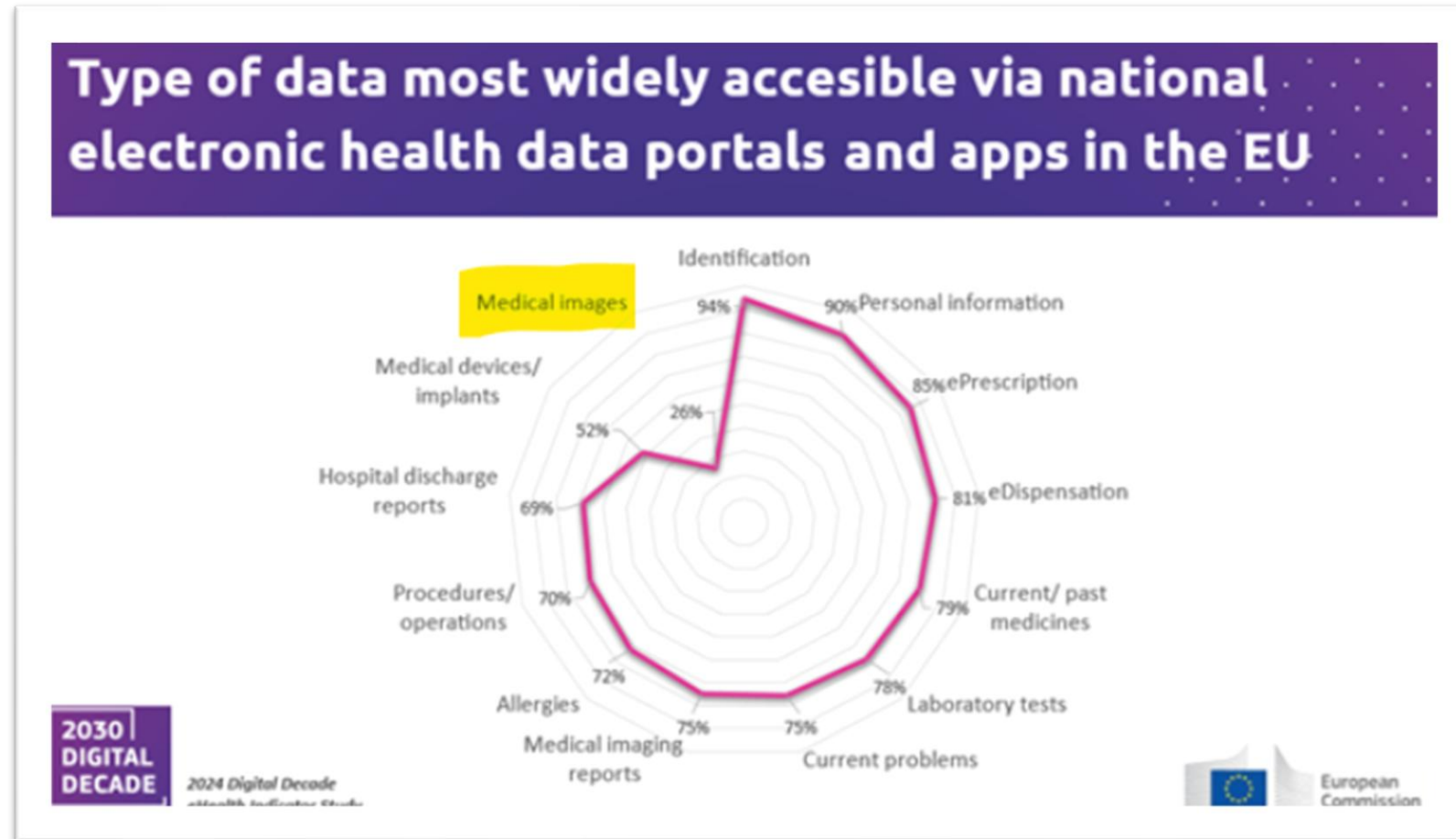
\$10 billion year cost of unnecessary duplicated radiology tests

Patients may have more control over their medical information



Idonia creates a bridge between medical centers, professionals and patients by simplifying access to medical documents and image tests

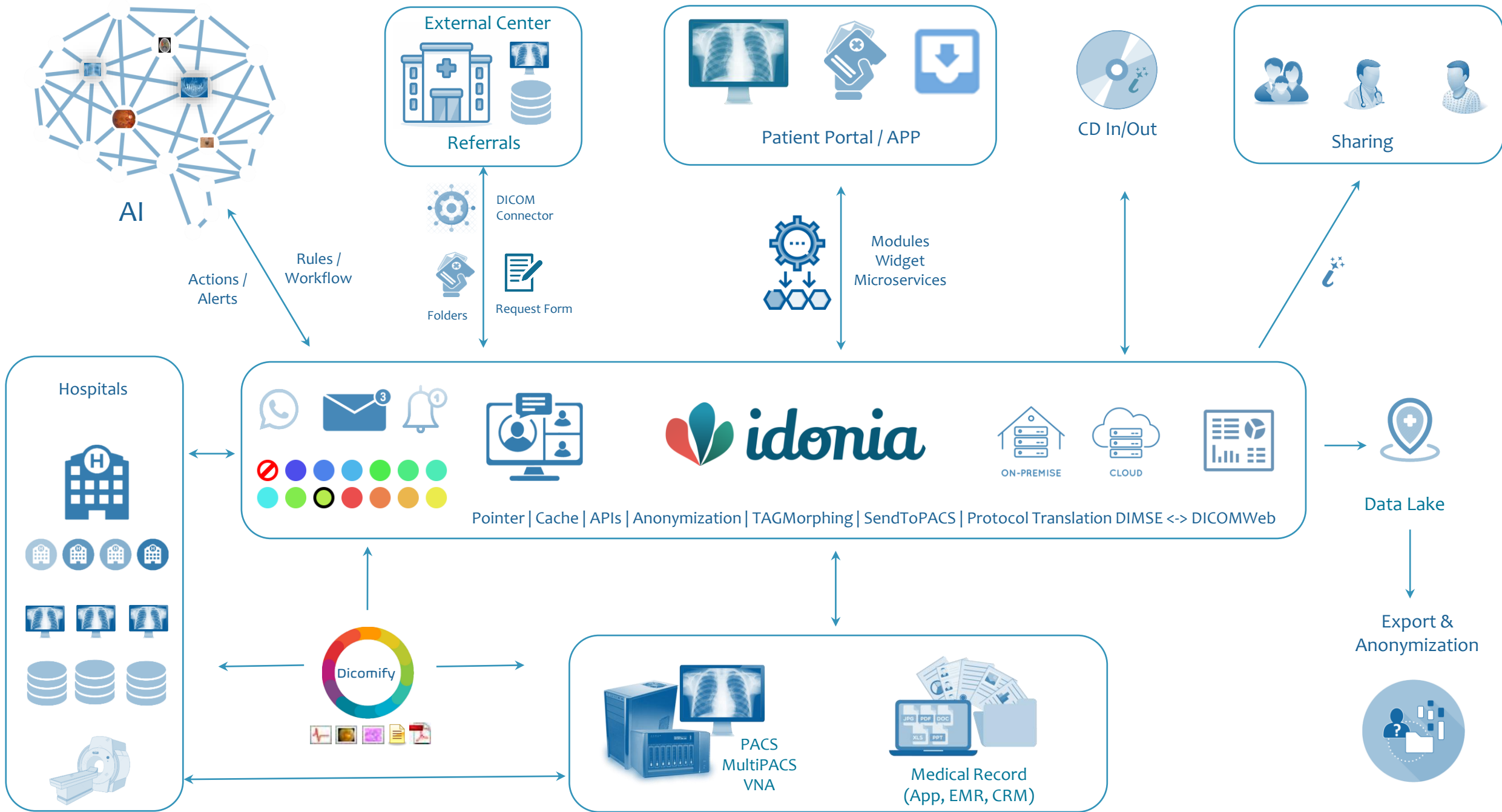
The gap in between medical imaging activity and the access to radiology results.



Medical images account for 80% of diagnosis.

Medical image access is still one the least mature categories of accessible data (26%).

Medical Imaging Interoperability



MEDICAL IMAGING INTEROPERABILITY

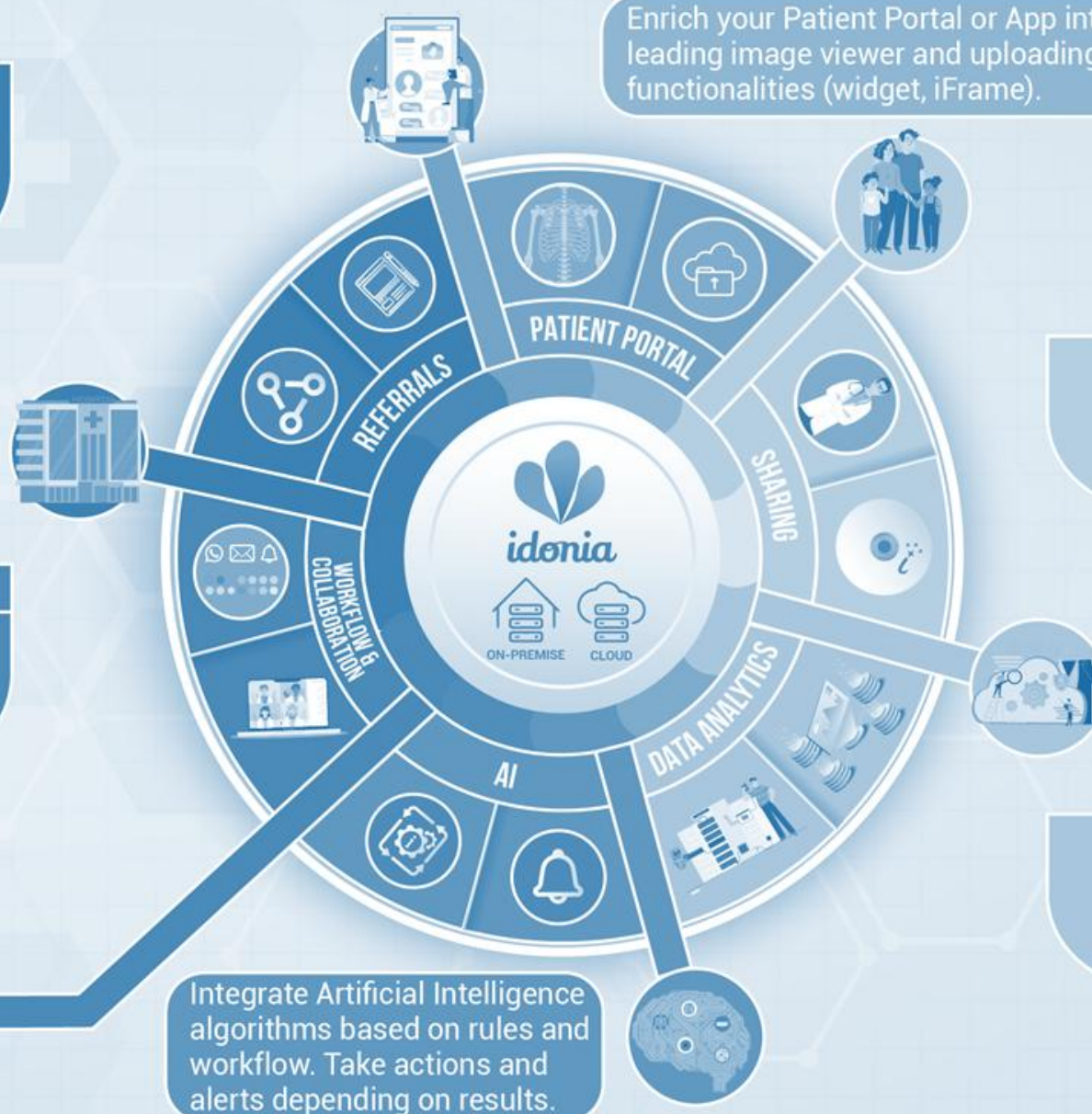


Exchange documents and images with external centers for referrals or telemedicine. Dicom Connector, Patient reidentification (TAG Morphing), request form.

Enrich your Patient Portal or App integrating leading image viewer and uploading functionalities (widget, iFrame).

HOSPITALS, ORGANIZATIONS, CLINICS

Securely connect your organization. Provide interoperability, workflow, interaction and collaboration capabilities to your imaging system. (PACS, MultiPACS, VNA)



Share images and reports with patients and doctors using Idonia Magic Link. Eliminate the CD.

Data Analytics on medical images. Add DICOM Metadata to your data lake. Export and anonymize medical images datasets.

Integrate Artificial Intelligence algorithms based on rules and workflow. Take actions and alerts depending on results.

Impact / Activity

600 million



Medical Images Processed



Google Cloud Marketplace

21 million



Monthly accesses



5.000

Patient access
daily



2,5 million
Magic Links

7.000 daily created



Every month

20mio images

34mio
DICOM transactions



4.320T CO₂

Saved due not
burned CD/DVD

IMAGES PROCESSING 69% Growth



Average of medical images processed in 2022 was 11,5 million monthly.

In 2023 average is near 18 million per month.

In the last quarter closed deals with 4 Public Health Services with an impact into 17,7 million patients.
Also 3 new deals in UK.



PATIENT ENGAGEMENT 74% Growth

5k patients accessing their images daily.



IDONIA MAGIC LINK 61% Growth

7k Magic Links are created daily.

Those deals mean a growth of 50% in revenue compared to 2023, generated in just the first quarter

Cientes Top / Más de 300 centros

3 of the top 4 organizations with best reputation in Healthcare (MERCQ)



Best Private Hospital & First HIMSS EMRAM in Europe



Insurance



MUTUA BALEAR



3 of the Top World Best Oncology Hospitals



Imperial College Healthcare NHS Trust



Public Health Services



A user-friendly solution for patients,
hospitals and doctors

93% Magic Link patient satisfaction

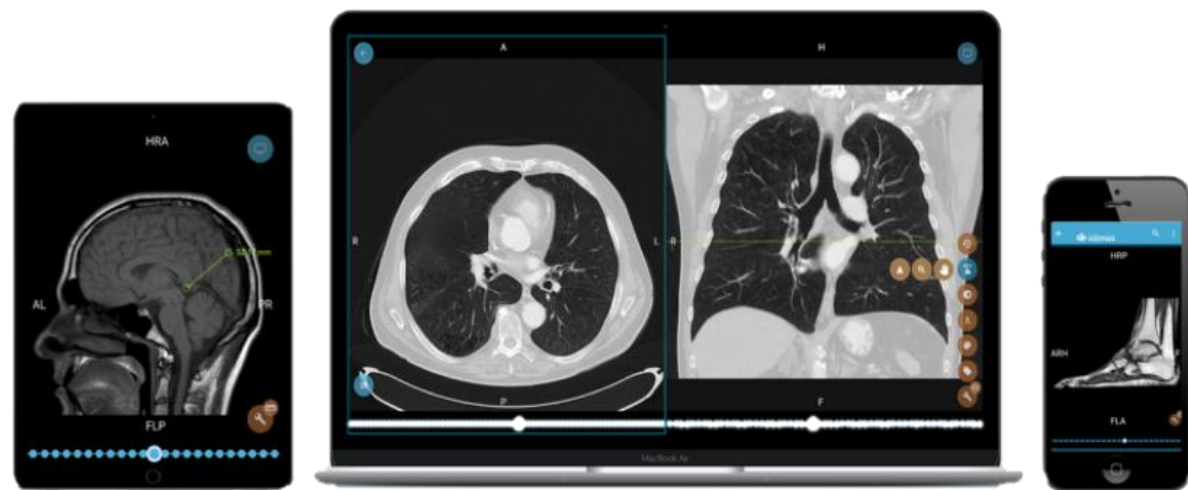
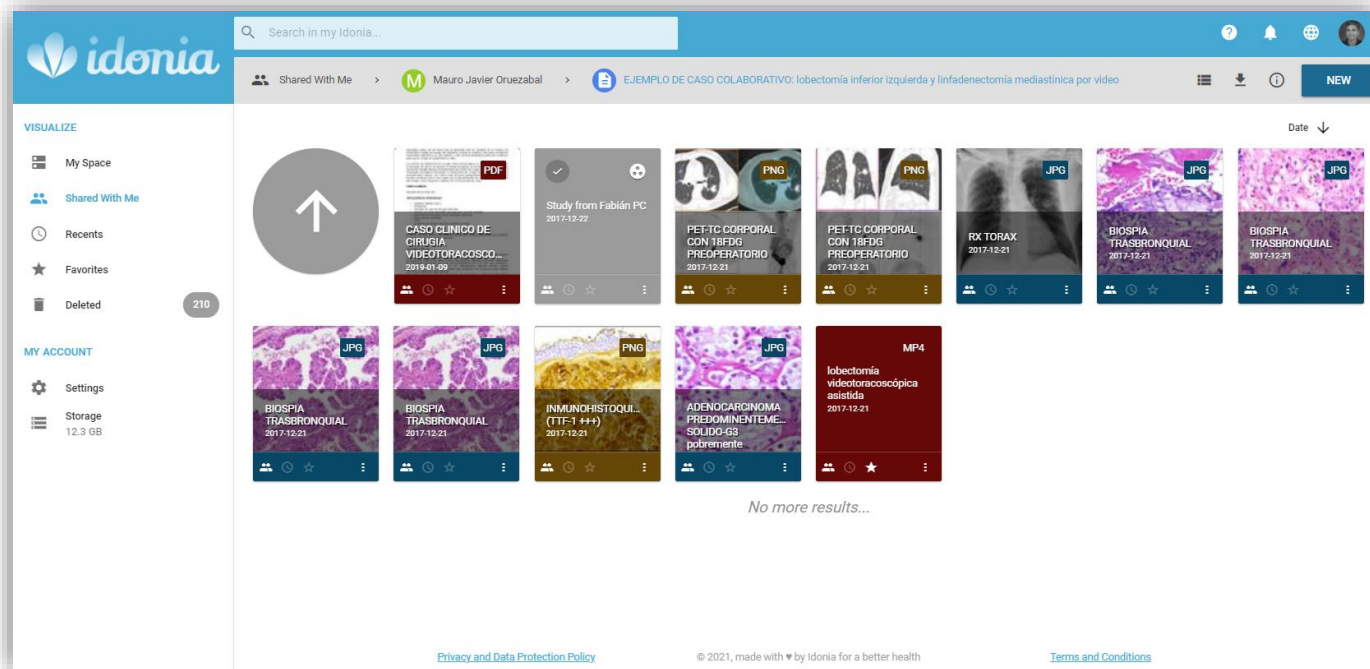
Patient oriented (UX/UI)

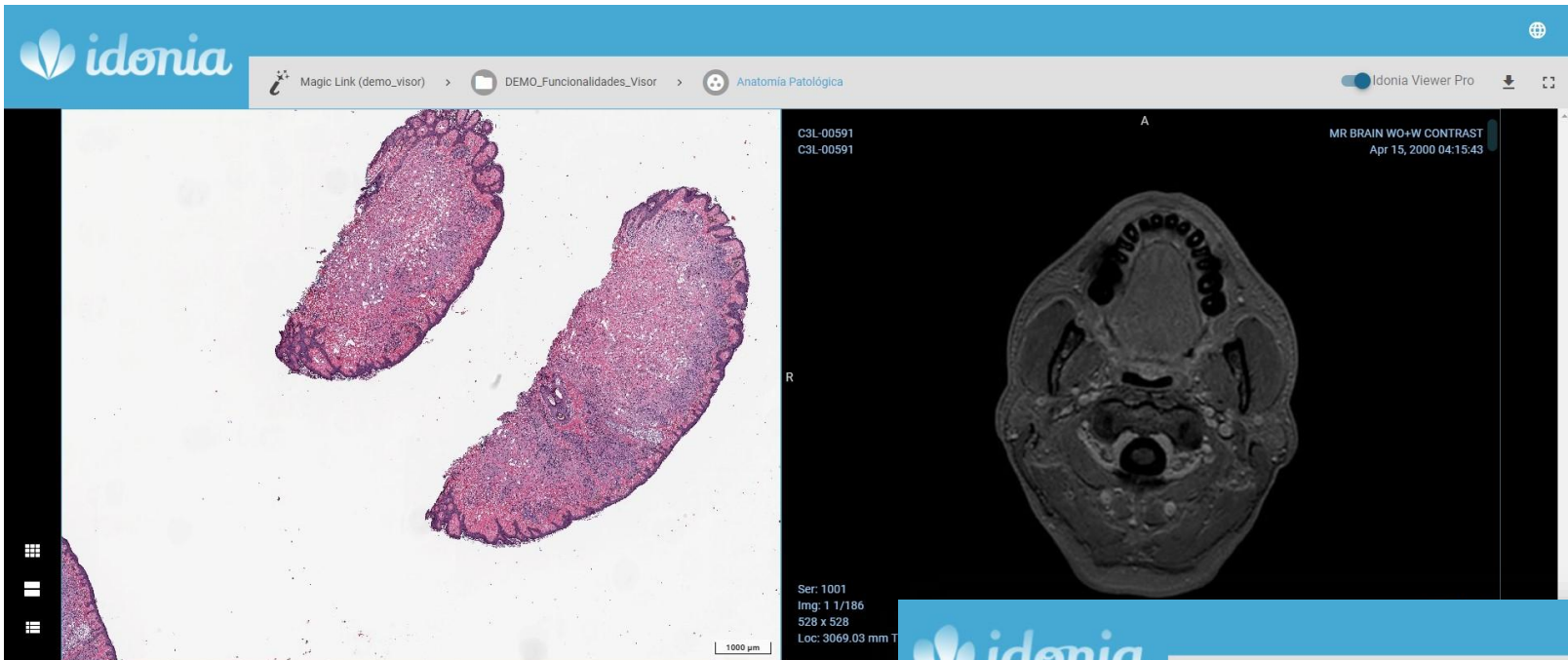
Mobile image viewer

Simplicity & Powerful

Secure cloud DICOM

Adaptative pay per use model





Advance medical imaging functionalities
for multiple type of specialties

Including Pathology Cloud Service

[Política de Privacidad y Protección de Datos](#)

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IHE XDS-I.b
PASSED

FDA K222320
CLEARED 510(k)

CE 0197
Class IIb certified

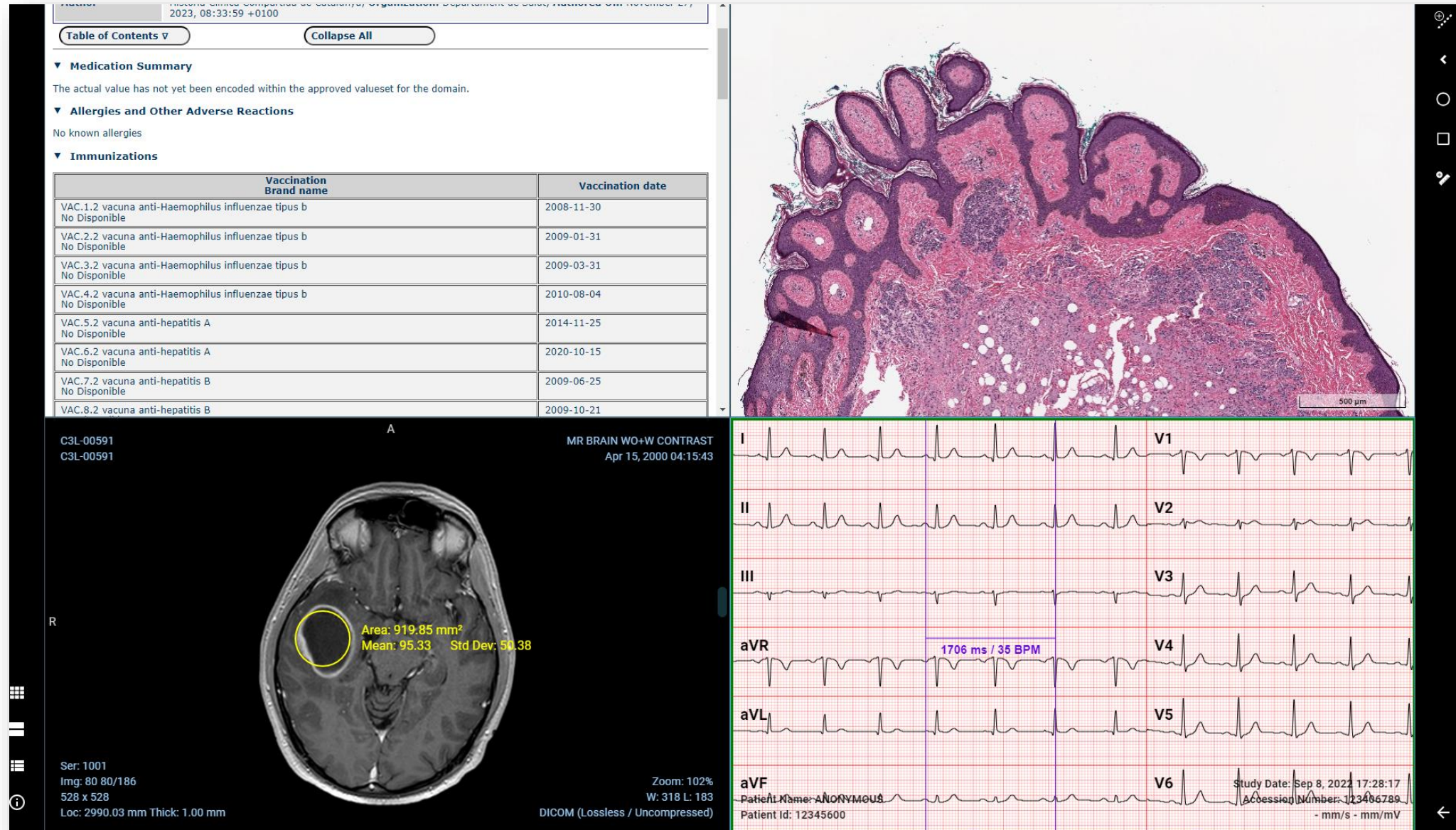


[Privacy and Data Protection Policy](#)

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[Terms and Conditions](#)

Little data from small group is interesting for CROs



Accumulating data from different sources

Market Segmentation

B2B2C



Care Providers

S

20 €
/month

M

8,000 €
/year

XL

15,000 €
/year

High margins

Scalable

Cloud / API

Quick conversion rate

Addons

B2C



Patient

2 million visits per month

Think Tank

B2C Portal

Redirecting ML patients
(transferring)

Recommending treatments or
doctors

Insurance, web platforms,

Online services

Portability

+15 years experience in medical imaging

(15 people team)



Miguel Cabrer

2nd Time Entrepreneur



William Wen

USA Exit Strategist

18 acquisitions
\$37mio to \$3 billion



Francisco Maestre

Lead DevOps & CTO



Juanma Coello

Innovation



Jaume Cardell

Dev / API / Microservices

Partners

Global distribution / interesting “outsiders” / Marketplace



GE Healthcare

Approved Global Supplier

SIEMENS
Healthineers

Google Health



Google Cloud Marketplace



Google Cloud

Why Google

Solutions

Products

Pricing

Getting Started

Contact Us

Idonia: Providing timely access to medical imaging using a secure cloud-based platform



Tell us your challenge. We're here to help.

Contact us

Idonia was created to simplify access to information for medical professionals and patients alike, and it turned to Google Cloud to provide a secure, scalable, cost-effective platform to build on.

Google Cloud results

- Enables an 80% latency reduction in image processing
- Saves clients nearly €500,000 per year by using Idonia instead of burning CDs
- Provides a 200% speed boost in processing data by eliminating bottlenecks
- Eliminates 90 tons of CO₂ production annually by removing the need for CD copies of results

Powers 4.5 million clinical device data requests monthly



About Idonia

Idonia is a cloud service that guarantees secure access, communication, and portability to nearly 3 million medical records and 60 million images, sharing them between medical professionals and 300,000 patients.

Industries: Healthcare

Location: Spain



AMBALA cooperación

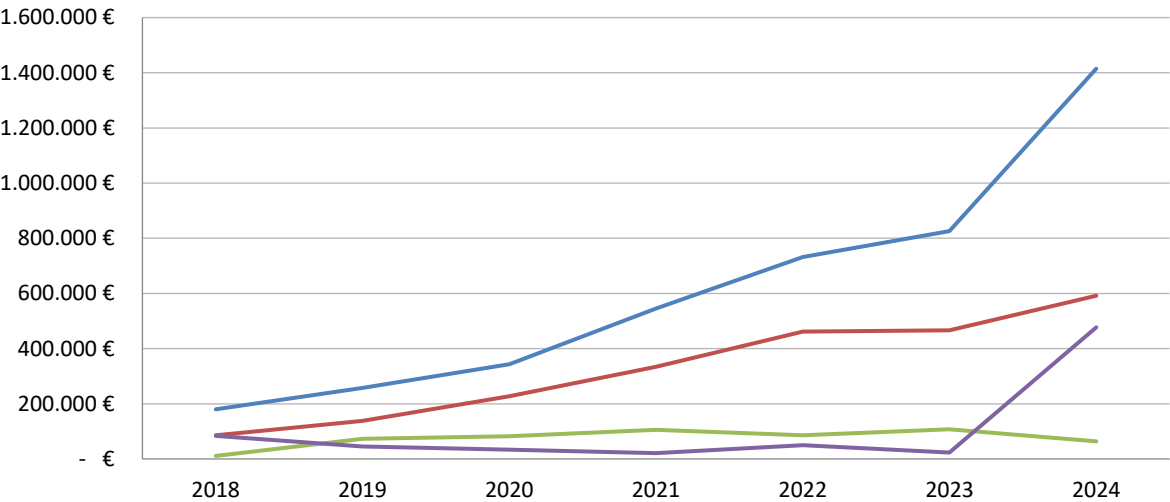
Consolidated Business with

Recurrent revenue / Bootstrapping

Growing 30%-40% yearly



2018-2024



Revenue HR Expenses Other expenses EBITDA

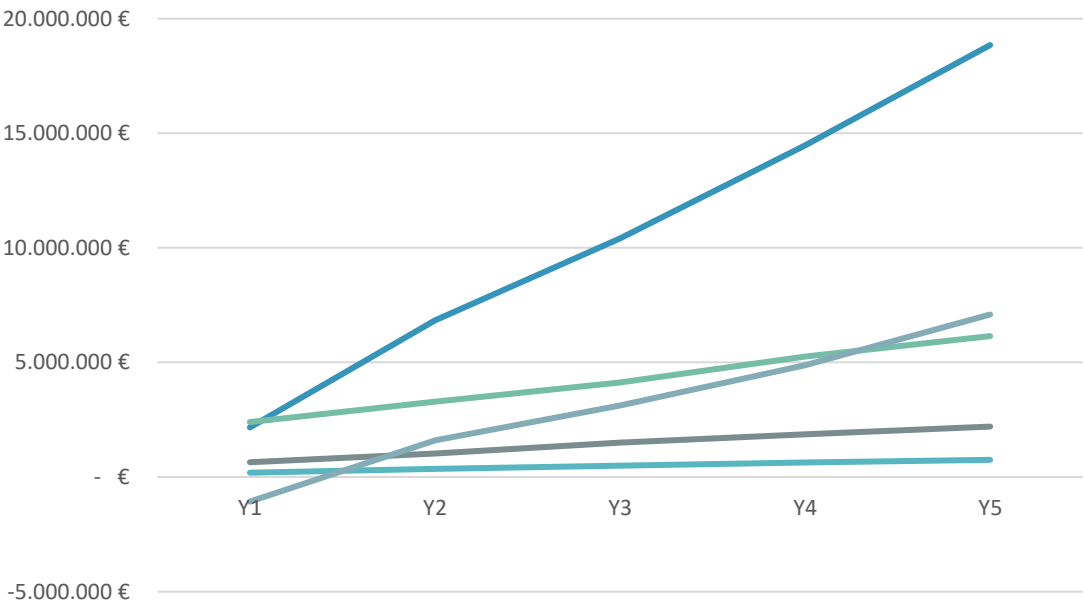
2024 Upselling 130k€ (54% growth over 6 contracts)



R+D Certified (RD 1432/2003)

Expansion Plan (5 years)

Open round
(smart money only)



Revenue Aprovisionamientos HR Expenses Other expenses EBITDA

Keys



Internationalization

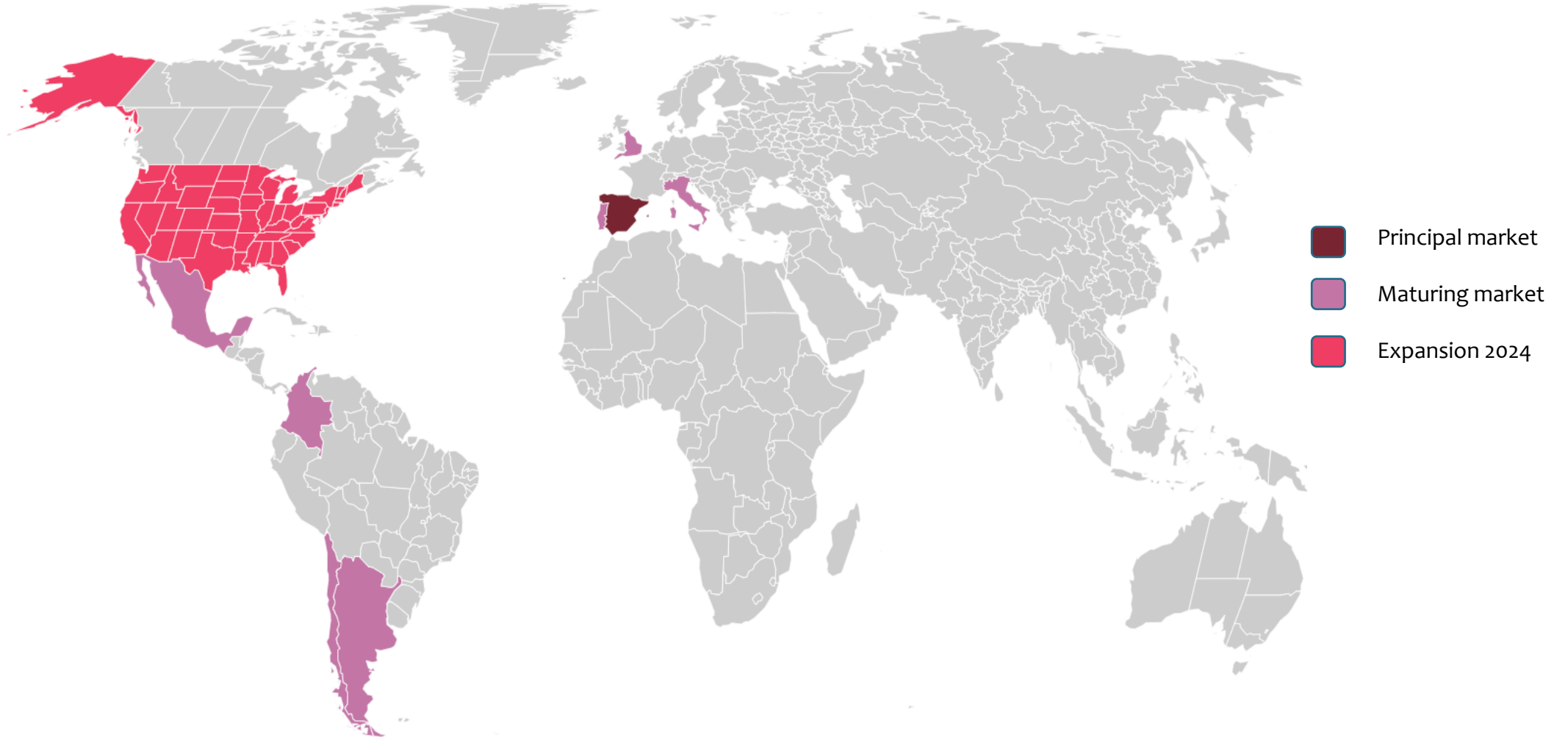


R&D Product



Data Driven

Internazionalization



Opening USA
First client signed

Multi language
9 translations

Expansion
Investment round to
accelerate

Global need
China, 2 doctors per 1.000 each
inhabitants (Europa 4)

Market
\$277 billions (2023)
Growing 21% year

Growth Opportunities

Digital Pathology



Google to announce Idonia partnership

Approved at Google Marketplace



Second Opinion



Record Collection

International Patient Outsourcing Second Opinion Networks



Medical Imaging Storage



Cost reduction by 30%

First deal closed US



Growth Opportunities

AI Orchestrator

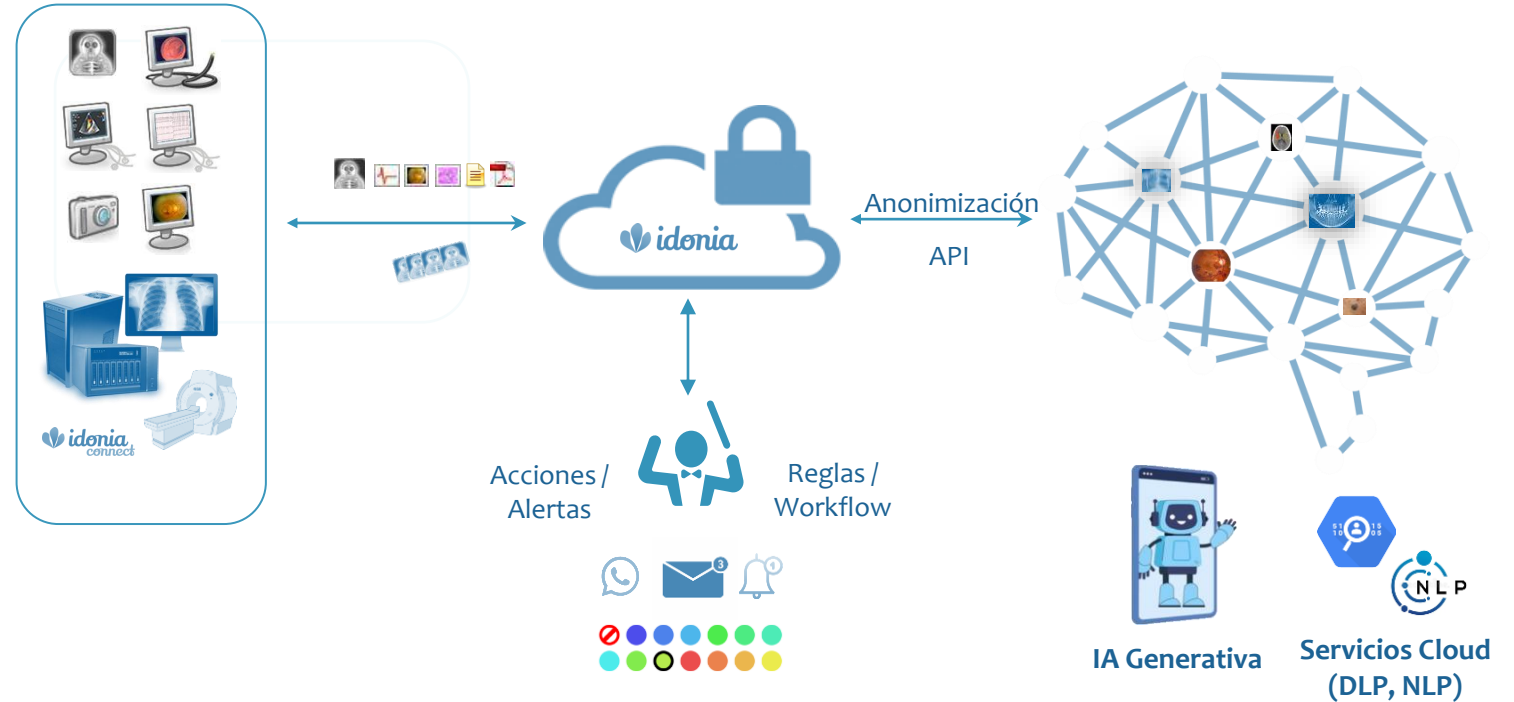


Accelerate AI Adoption

Reduce costs

Organize AI on clinical workflows

Analyze and Measure



1 minute 35 seconds



Clinical Workflow
Optimization

300 daily cases



Patient quality and
satisfaction



Reduce radiologists'
workloads



Better resource
management

U.S. Radiology Providers Transition to the Cloud for Medical Image Exchange rendering the CD obsolete

Makenzie Few
Patient Services Specialist



We're hearing positive feedback
from our patients and also from
our referring physicians.

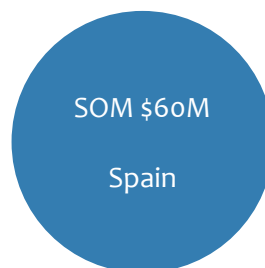
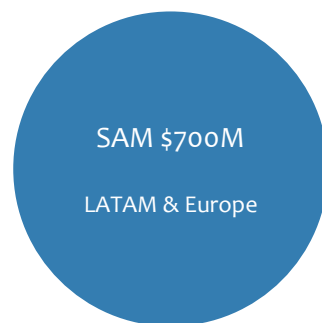
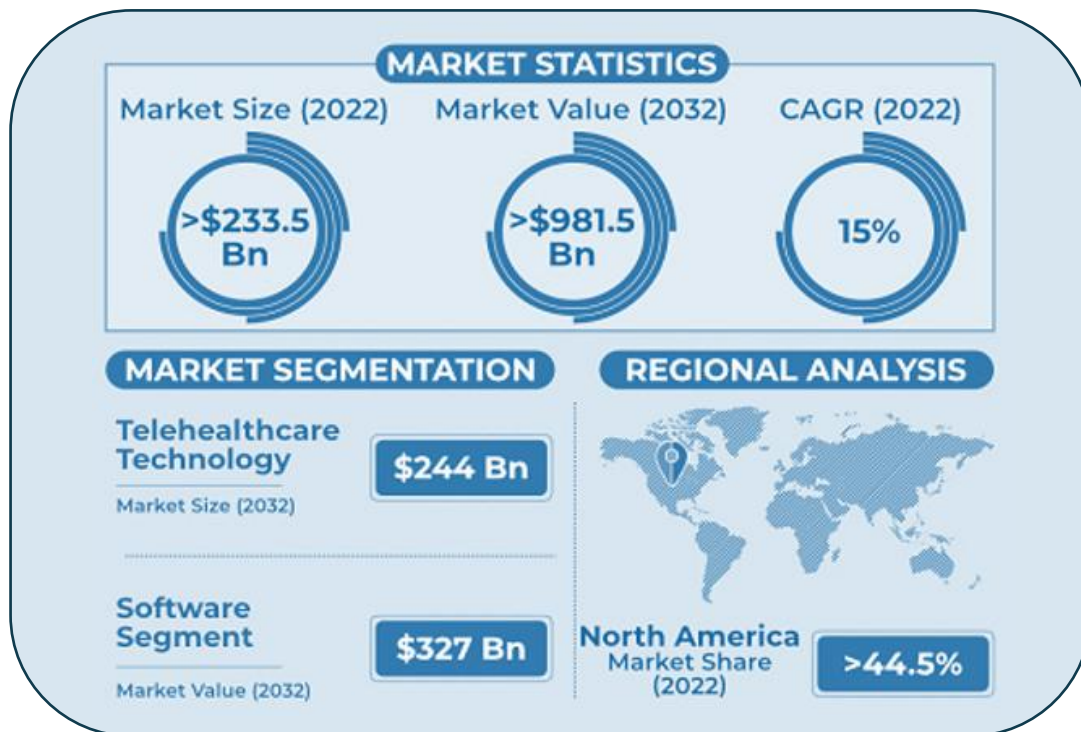
They appreciate this new level
of service.



"Idonia reduces our data storage costs by 30%."



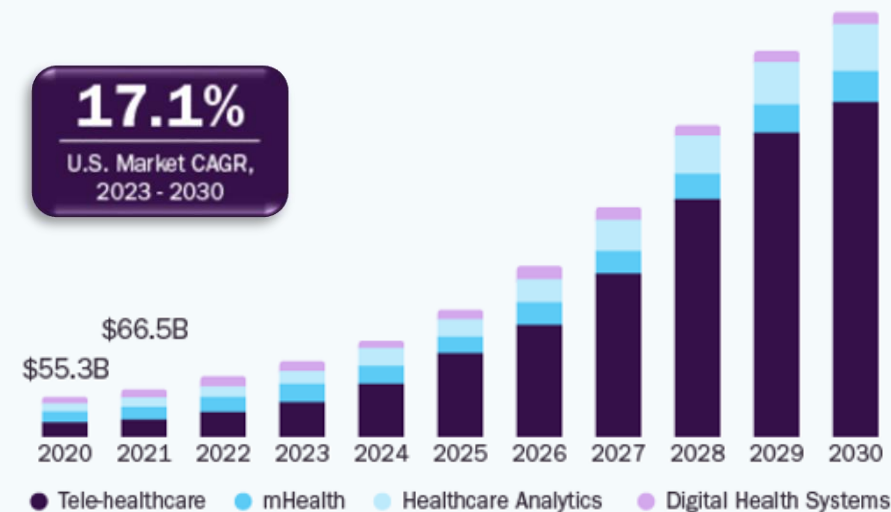
Digital Health Market



U.S. Digital Health Market

size, by technology, 2020 - 2030 (USD Billion)

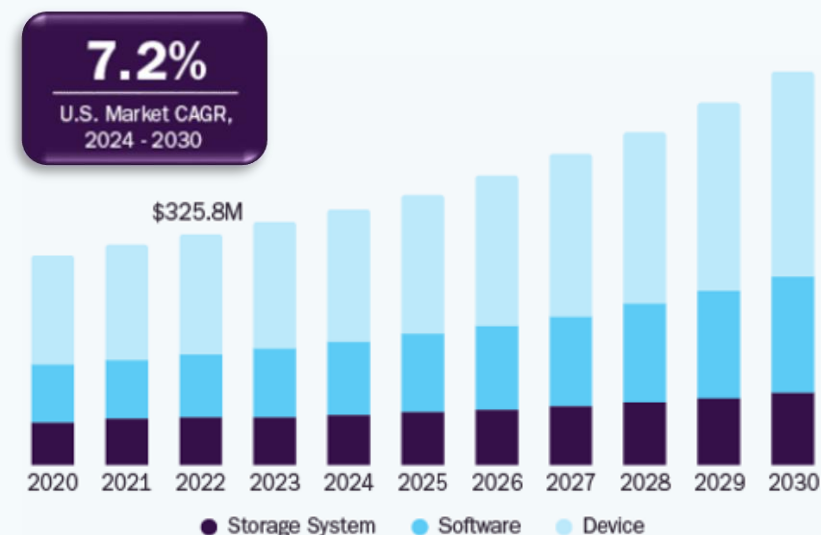
17.1%
U.S. Market CAGR,
2023 - 2030



U.S. Digital Pathology Market

Size, by Product, 2020 - 2030 (USD Million)

7.2%
U.S. Market CAGR,
2024 - 2030



Competitors



PocketHealth, a medical image exchange platform, has raised **\$33 million** in a series B round.

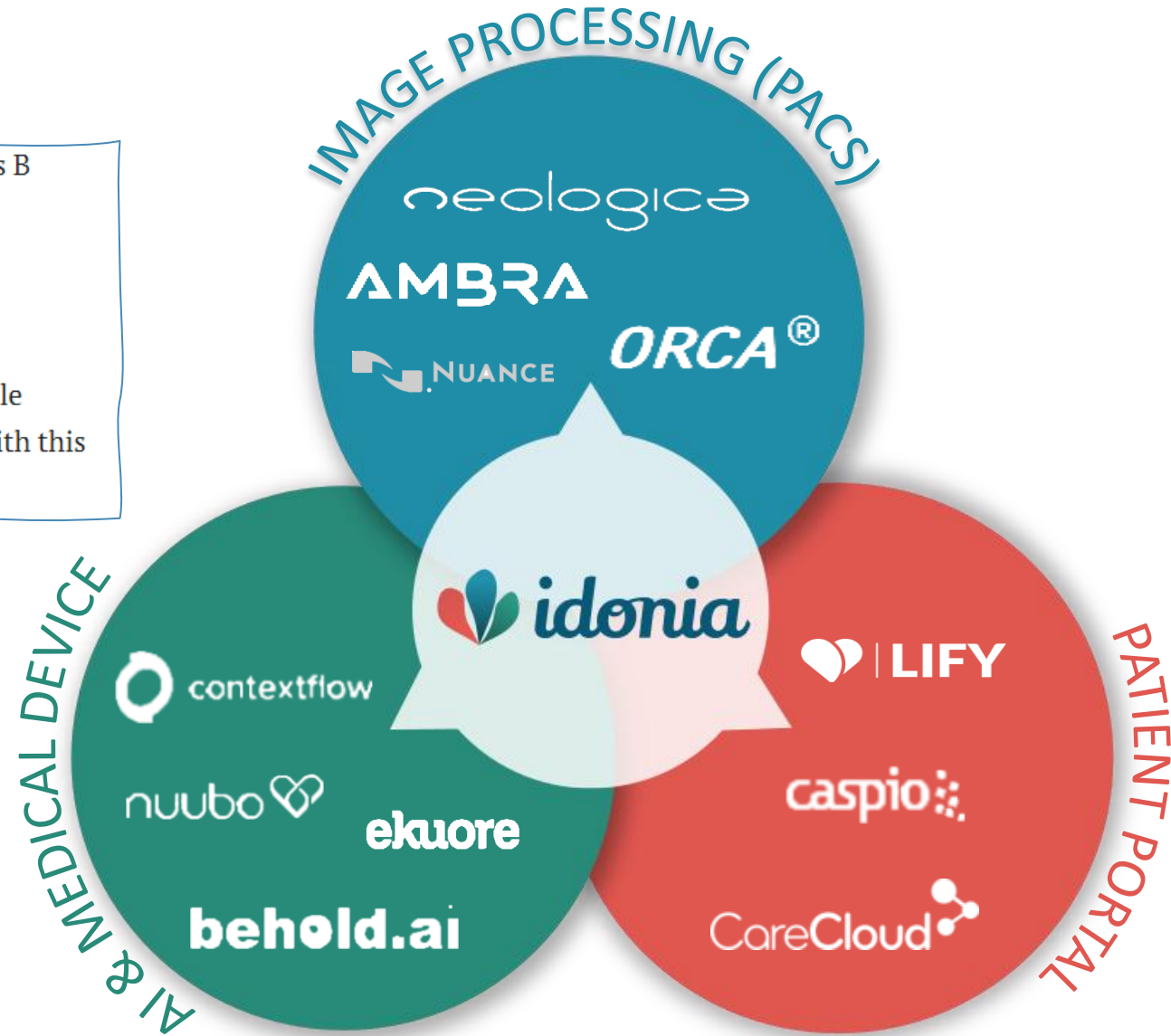
The round was led by Round13 Capital, with participation from Deloitte Ventures, Samsung Next and existing investors Questa Capital and Radical Ventures.

The funding will be used to further develop the product and patient experience while supporting PocketHealth's plans to double its workforce over the next two years. With this funding, it has raised \$55.5 million to date.



Idonia is a middleware

A medical imaging interoperability platform that extends and provides added value to PACS vendors, patient portals and AI & Data Analytics Solutions



Investment Opportunity

Clear business model (B2B2C)
Bootstrapping and sustainable (SaaS recurrent)
Short Sales Cycle / High loyalty
Global Problem solved
New Markets opportunities
Internationalization



32% of revenue is international



30% sales are through Partners



49% Clients are public services

**Exit Options
(USA)**



xerox™

AMBRA®

Google Health

MORE Health®



**Valuation Average
(Revenue, EBITDA, DCF)**

€ 23,8 M

Investment options

Cashflow need

€ 2,5M

Equity 9%

Internationalization
Sales and Marketing

Boost R&D

€ 5M

Equity 17%

R&D (Pathology,
Storage, 2nd Opinion)

Data Biz

€ 10M

Equity 30%

Data Driven
Business
B2C

**Transition from Digital Health to
(Small/Big) Data Driven Business**

Transitioning to a Small / Big Data Driven Business



Global need



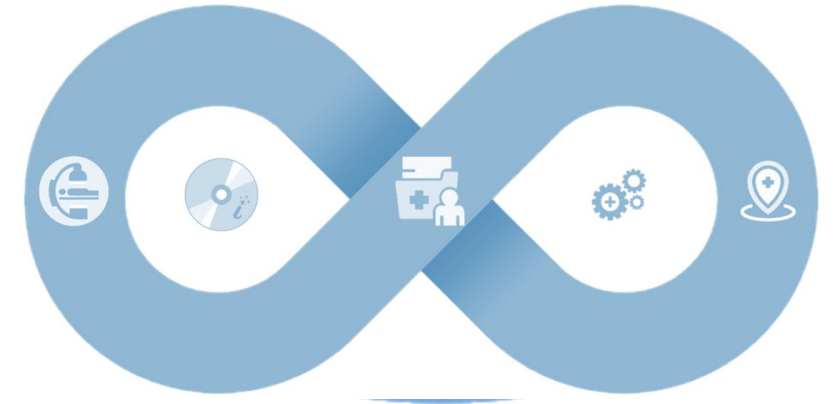
10%

New markets

Idonia solves a global problem



Moonshot opps

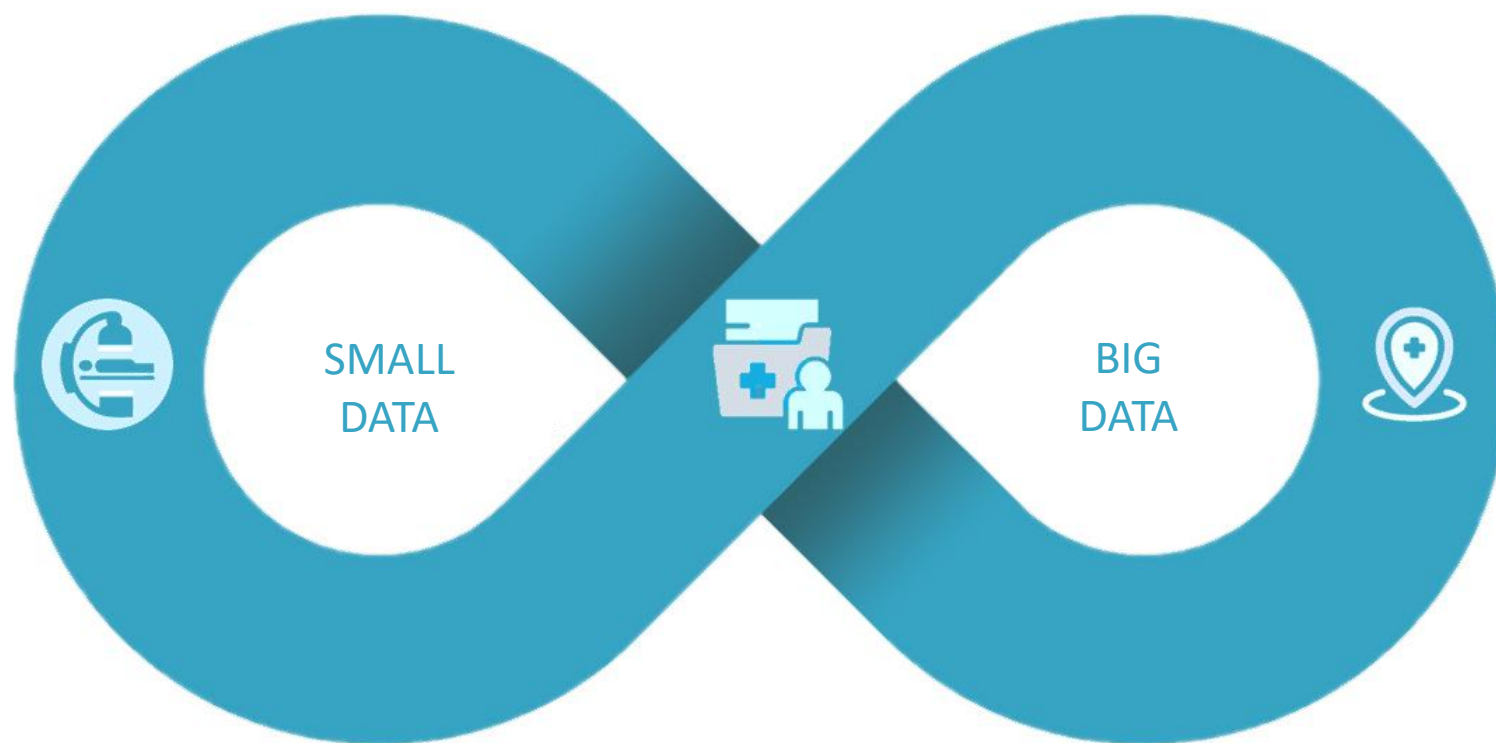


10X

Data Analytics & AI

First real case implemented

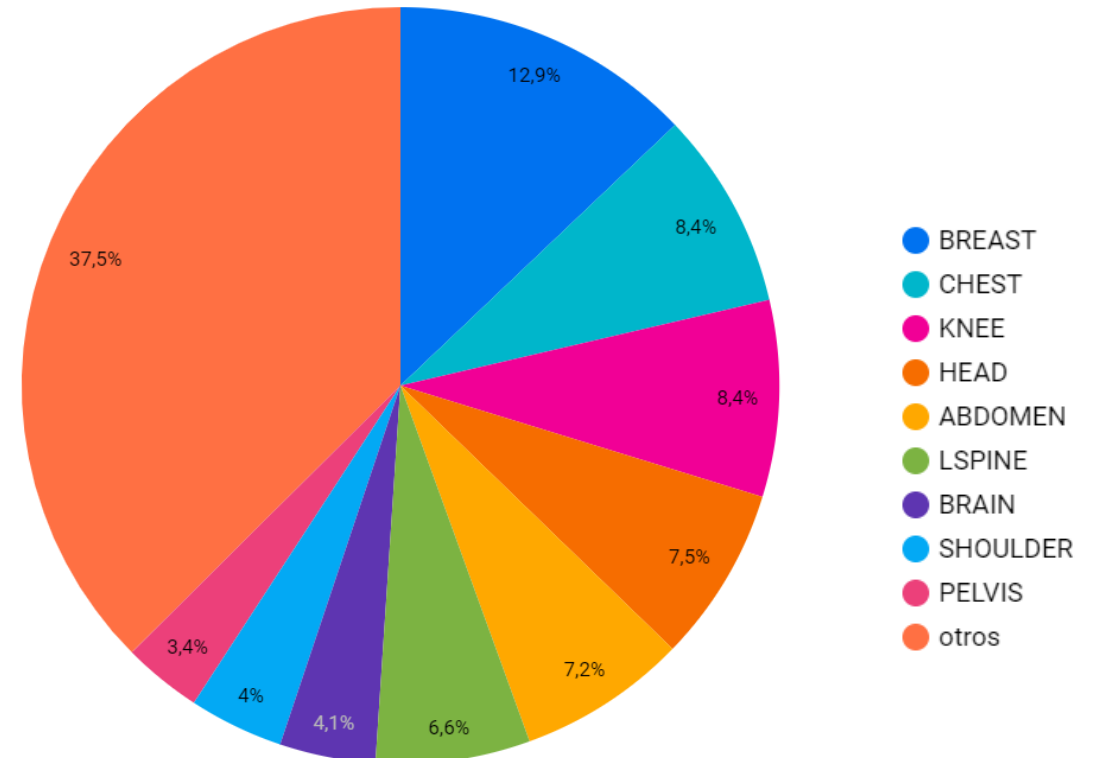
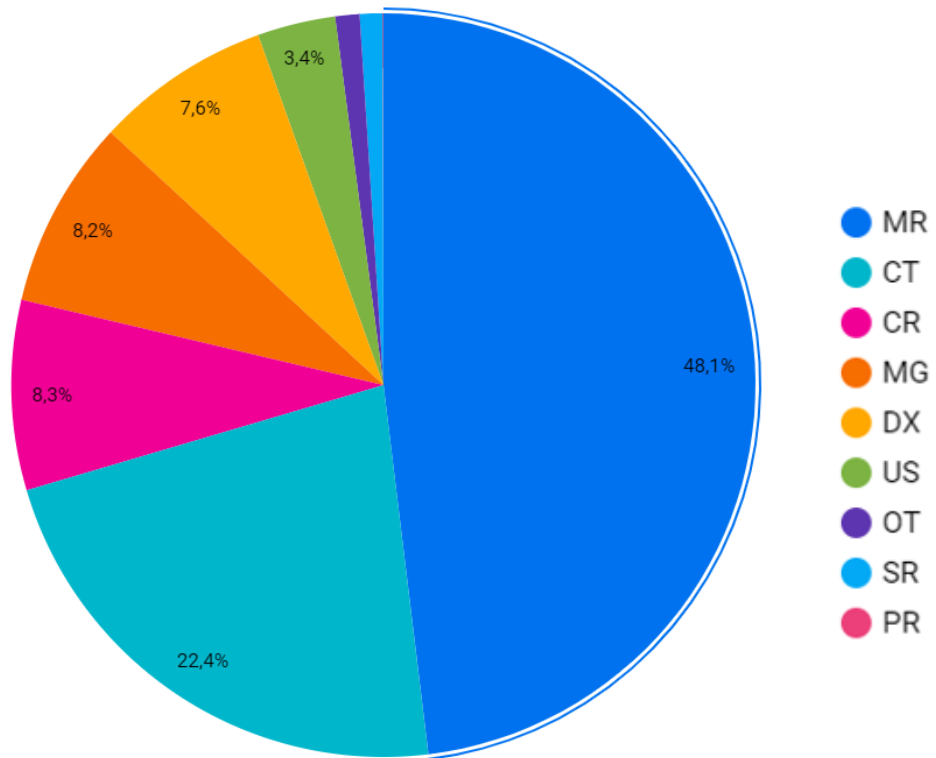
(ROI 100%)



Join effort to create an infinite loop of value based on data

Medical Images stored in Idonia

(600 million / 200TB)



20 million images added monthly

Idonia Data Lake



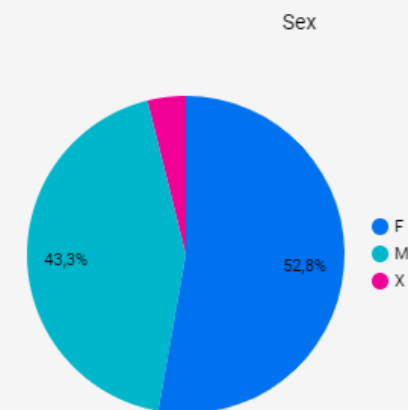
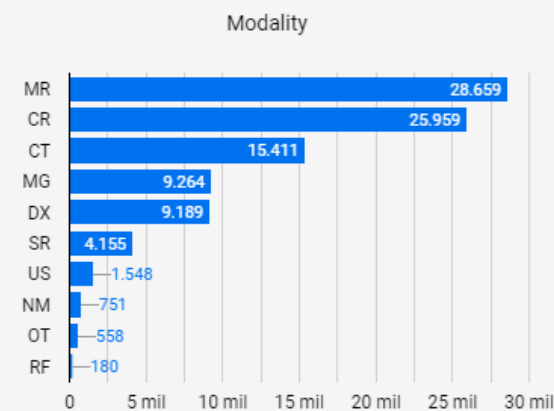
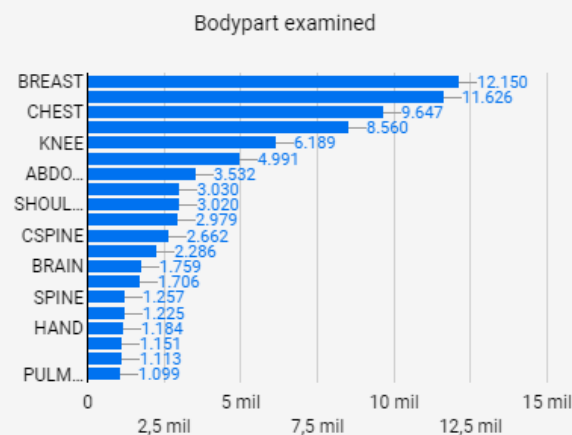
The value of your data

- ✓ Combining access data with DICOM metadata
- ✓ Patient profiling
- ✓ Of interest to: Health Services, Insurers, Hospitals, Manufacturers, Pharmaceuticals



Public Segment

DICOM
Metadata





Sanitas València 13:45h Resonancia magnética añadida a estudio IML-1983	Sanitas A Coruña 13:45h Ecografía añadida a estudio IML-2157	Sanitas Nicasio Gallego 13:45h Radiografía añadida a estudio IML-8133	Sanitas Murcia 13:45h Resonancia magnética añadida a estudio IML-2134	Sanitas Valencia 13:45h Resonancia magnética añadida a estudio IML-2157
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Pruebas generadas

vs periodo anterior

3.312.310 +10%

Con ML 2.252.370 68%

Sin ML 1.059.940 32%

Media pruebas diarias

8.412

Horario



Tipos de pruebas



Radiografía 927.446 28%	Res. magnética 596.215 18%	Ecografía 496.846 15%	Tomografía 463.723 14%
Mamografía 397.477 12%	Tomografía 298.107 9%	Gammagrafía 99.369 3%	Otros 33.127 1%

Fabricantes



Siemens 927.446 28%	Philips 596.215 18%	GE Systems 496.846 15%	Toshiba 463.723 14%
Stermed 397.477 12%	Anke 298.107 9%	Canon 99.369 3%	Otros 33.127 1%

Partes del cuerpo

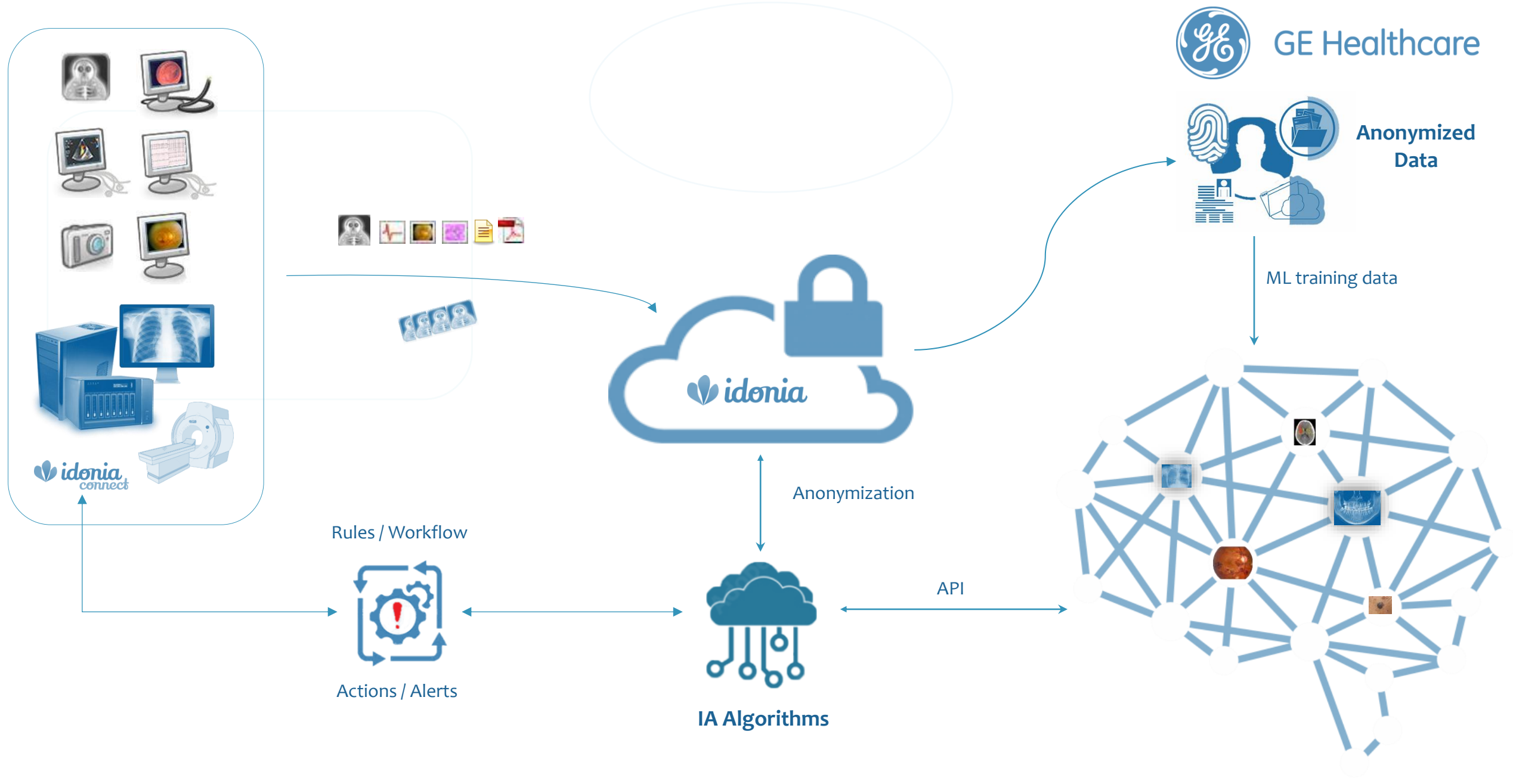


Cabeza	2.11M
Hombros	1.47M
Corazón	1.87M
Mama	989K
Brazos	1.39M
Manos	734K
Torso	1.63M
Espalda	1.21M
Piernas	1.99M
Pies	1.03M

Top médicos peticionarios

Nombre	Pruebas
Dra. Lucía Fernández	308k
Dr. Marcos Sancho	281k
Dr. Luis Ramírez	221k
Dra. Sheila Herrero	172k
Dr. Marc Clot	123k
Dr. Nacho López	96k

Data Analytics & GenAI & AI algorithms



Generative AI



Medical report explanation



DICOM KPIs



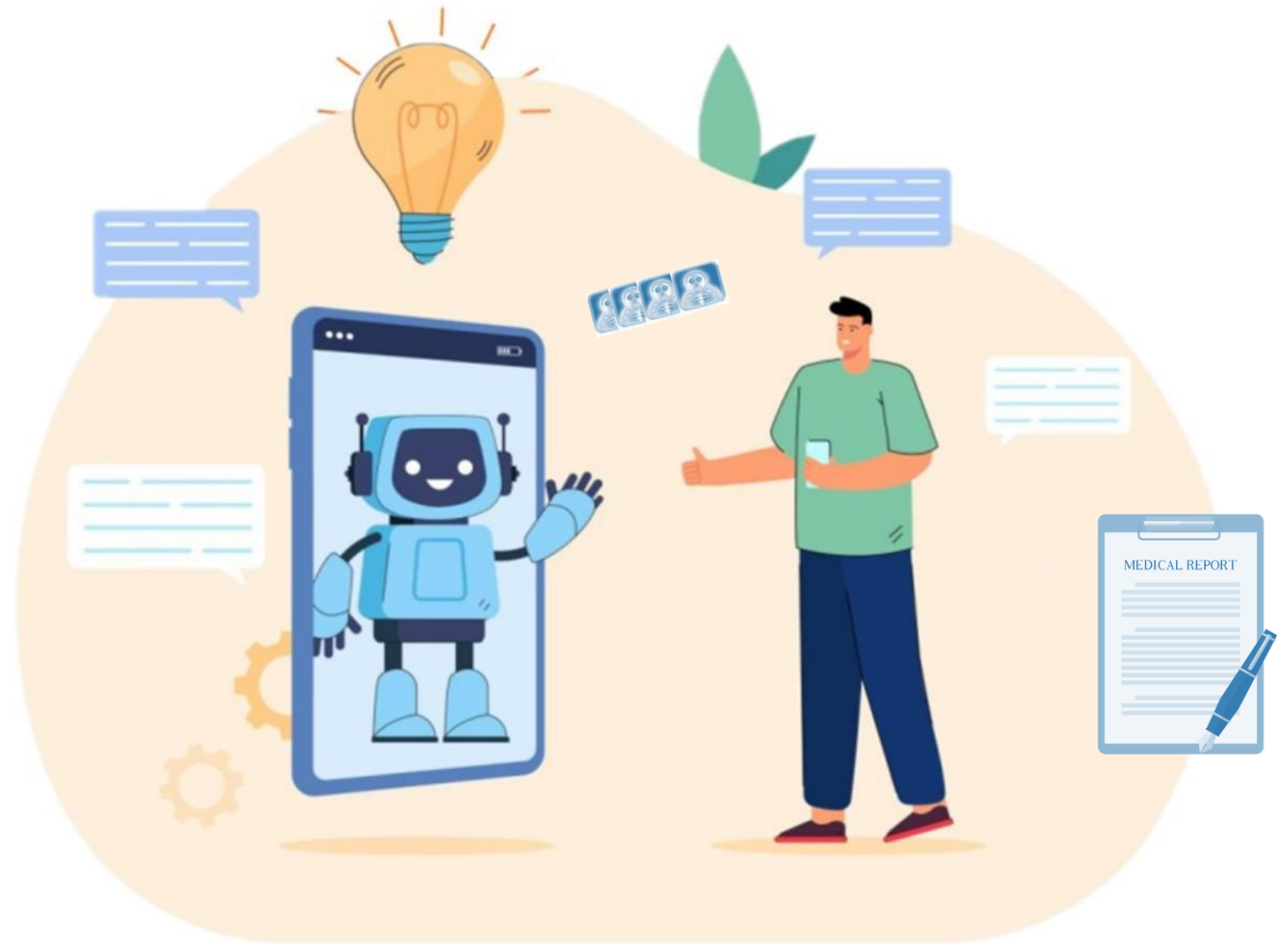
Reporting and clinical notes



NLP as a Service



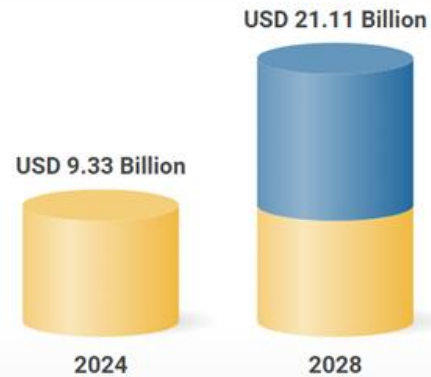
Co-Pilot



Explosive combination for a moonshot thinking

Global Artificial Intelligence (AI) Orchestration Market

Market forecast to grow at a CAGR of 22.8%



<https://www.researchandmarkets.com/reports/5951945>

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE

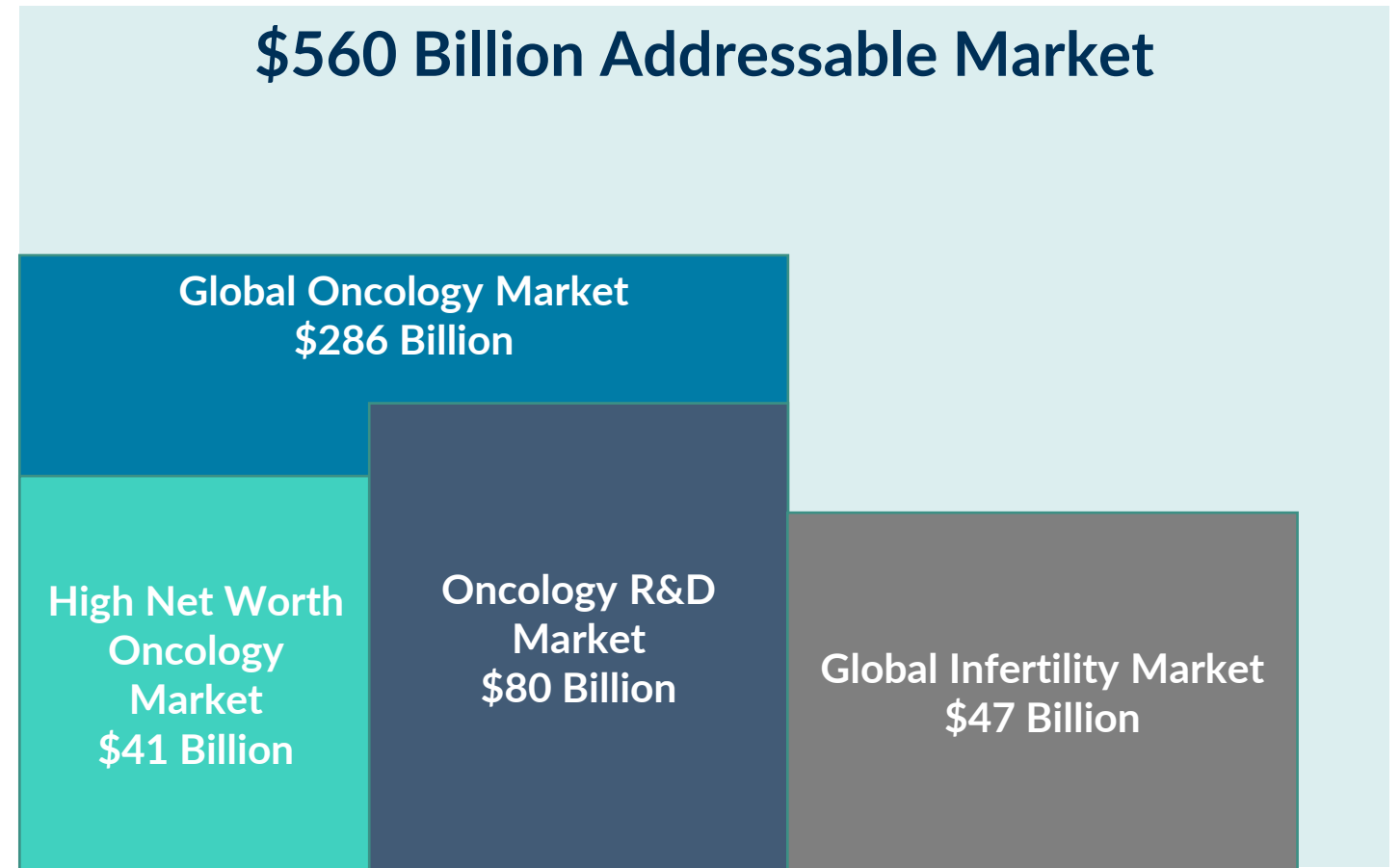
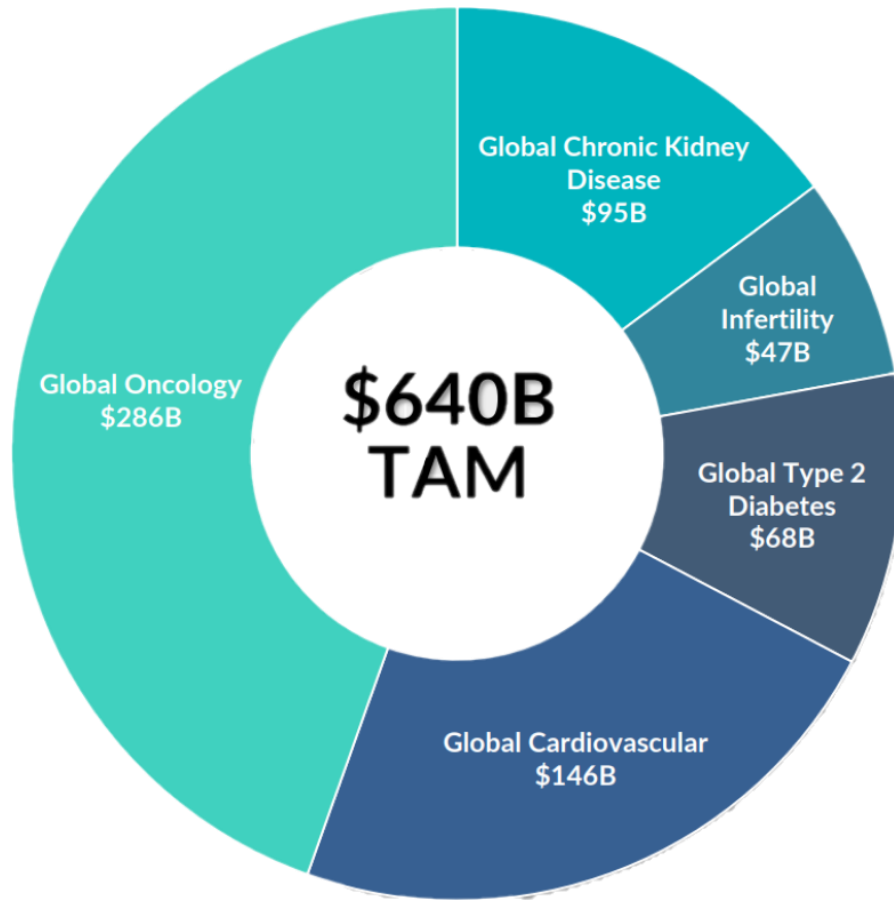
PRECEDENCE
RESEARCH

HEALTHCARE ANALYTICS MARKET SIZE, 2020 TO 2030 (USD BILLION)



The global healthcare analytics market size is expected to reach over USD 121.1 billion by 2030 and poised to grow at a CAGR of 15.9% from 2022 to 2030.

Opening additional markets



Source: Credit Suisse Global Wealth Report 2022, World Cancer Research Fund International, Deloitte, Business Research Company Fertility Services Global Market Report 2023, Vantage Market Research, NIH, Growth Plus Reports and Management.

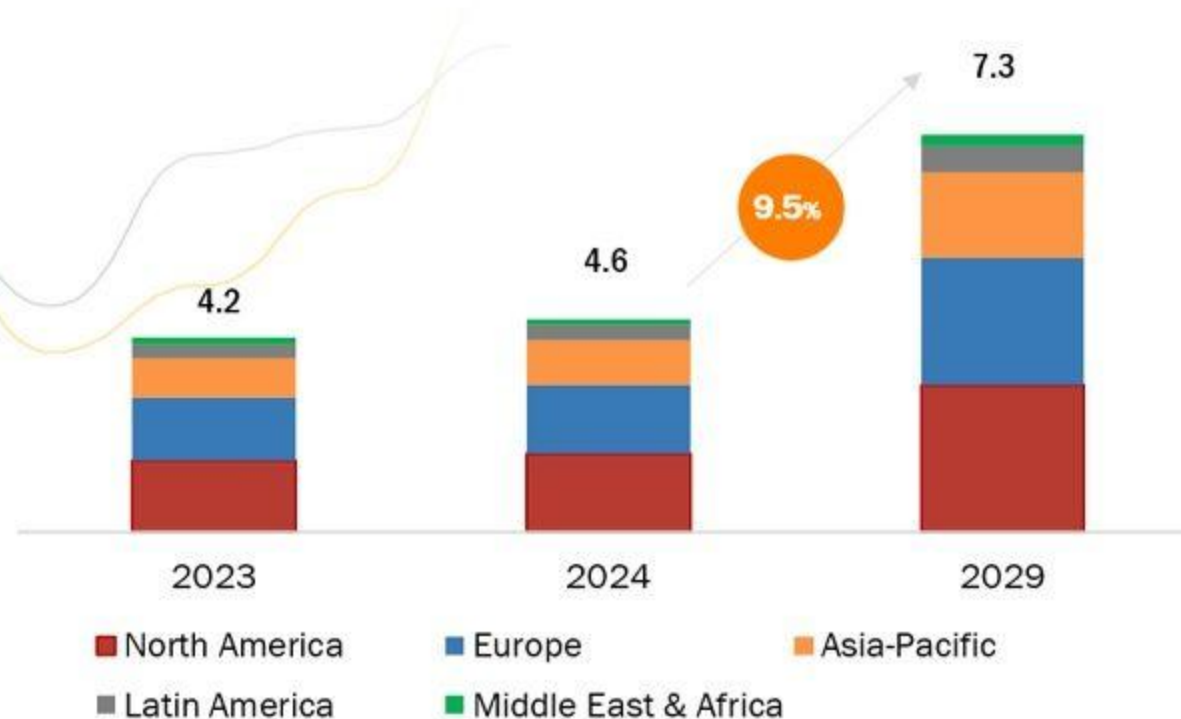
Idonia to consolidate medical records. De-identified data is useful mostly to new therapeutics with complex illnesses—like oncology or other. CRO and biotechs in that space are potential clients.

VENDOR NEUTRAL ARCHIVE (VNA) & PACS MARKET

GLOBAL FORECAST TO 2029 (USD BN)



The global vendor neutral archive (VNA) & PACS market is expected to be worth USD 7.3 billion by 2029 growing at a CAGR of 9.5% during the forecast period.



Medical Imaging AI

Market Size

Modality Enhancements

Scanner output enhancement

Referrer Value

“Virtual biopsy” and similar disease state characterization

Radiologist Efficiency

Workflow enhancement

Opportunistic Detection

Incidental detection of chronic or serious conditions

Autonomous Interpretation

Aided image-based diagnostics

Report Analysis

Intelligent reporting text processing



Top Countries

2024 Market Size

 United States - \$359M	 United Kingdom - \$38M
 China - \$134M	 South Korea - \$23M
 Japan - \$102M	 Canada - \$22M
 Germany - \$60M	 Italy - \$22M
 France - \$41M	 Australia - \$19M

Thank you



Rethinking Medical Exchange

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