



Launching ombrio in EU

European transaction platform for patient generated data

www.ombrio.eu

April 2026

MISSION

“Unlocking the power of personal health data, so that people with chronic conditions can take control of their health and have the freedom to monitor their health at home”

European transaction platform for patient generated data

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Transaction platform ombrio | by SYOD BV

- At SYOD BV, we are developing 'ombrio'
 - a European **health measurement data** transaction **platform** for patients with chronic conditions.
 - The platform enables the **simple, secure and automatic sharing** of self-measurements **with care professionals, through certified device suppliers** (Apple, Withings, Medisana)
 - This includes cardiovascular measurements (such as blood pressure), metabolic and body-specific measurements (blood sugar, weight), sleep and respiration (apnoea) and other physiological measurements such as body temperature.

Business model consists of **3 revenue streams**:

- 2 sales funnels:
 - **B2C**: user will pay directly for subscription and devices
 - **B2B2C** (hybrid): health organisation pays subscription and user buys devices
- B2B as a **supplier of data** to software vendors of **monitoring systems and patient records**
- **Supplier of data** for **R&D projects** by knowledge institutions, research bodies and AI models

The Problem — Digital Healthcare Cannot Scale

- Aging population and staff shortage put healthcare under extreme pressure
- **Chronic patients** (COPD, diabetes, hypertension, renal failure) must **frequently perform physical measurements at GP / eldercare**
- Current solutions:
 - Manual entry → low data quality and reliability
 - Physical consultations → time consuming for both patient and healthcare provider
- At the same time:
 - **More** and more people are doing **measurements at home**, but data is not reaching healthcare
- Results:
 - Inefficient use of care capacity
 - Unnecessary costs and workload
 - Patient has little control


Data already exists — but is locked up and not used in healthcare processes

Team SYOD - Proven Builders in Health & Tech



Team Co-Founders



 [Patrick Landsman](#)
CCO (*frontoffice*)


Founder MobileCare BV

€ 10 million revenue in 6 years

Entrepreneurship, Business Development, Marketing.
Over 30 years' experience as an entrepreneur

Visionary



 [Bas Hazelzet](#)
CFO (*backoffice*)

Co-founder Lime, Interactive Robotics
Ex-IBM, AT Kearney, Fox-IT


Entrepreneurship, Consulting, Cybersecurity, Finance
Over 25 years' experience in ICT, healthcare and education

Integrator


**Team has done this before and understands
healthcare and technology and market**


Extended Team


Privacy Officer

 [Gerhard van der Haar](#)
Privacy in Business

Advisory Board

 [Hilbrand Oldenhuis](#)
Lector Digital | Health Hanze Hogeschool

 [Jan Pons](#)
Senior researcher | Hogeschool Rotterdam
Entrepreneur in healthcare

 [Jasper Schellingerhout](#)
GP | Clinical epidemiologist
Arene online GP practice

 [Michiel Wismans](#)
Marketeer & Innovator

 [Sumit Mehra](#)
Behavioral Scientist | RIVM

The Solution: ombrio

(click picture to start embedded video or use top right links)

[English](#)
[Spanish](#)



The Solution — A Health Data Transaction Layer

European interoperable and secure home measurement transaction platform

- Connecting middleware:
 - Patients (home measurement devices)
 - e-Health apps
 - Healthcare Professional (information systems / ECD)
- Functionality:
 - Automatic, **secure sharing** of measurement data
 - **No additional work processes** for healthcare providers
 - **Directly visible** in existing systems
- Positioning:
 - **Adyen/Wero** (PSP) for healthcare data
 - Hybride care B2C & B2B2C
 - **EU-sovereign** digital platform
- Important:
 - Patient is in control (EU Data Act compliant)
 - Works with existing devices (no hardware lock-in)

ombrio
product by SYOD

← Terug naar vorige stap

Ombrio koppelen 2/2

Producten toevoegen

Met dit formulier geeft u toestemming voor het delen van uw persoonlijke gezondheidsdata met het SYOD platform, zodat uw behandelverlener(s) of zorgverlener(en) deze gegevens kunnen inzetten en gebruiken voor betere en efficiëntere zorg en behandeling.

Voor vragen over uw gegevens of dit toestemmingsformulier kunt u contact opnemen met: FG@syod.nl

of ga naar www.ombrio.nl

Producten

Kies met welke producten je wilt koppelen om gegevens door te sturen naar je huisarts

- OMRON **✓ Gekoppeld**
- medisana **Koppel medisana**
- WITHINGS **Koppel WITHINGS**

Rond registratie af

*Koppel minimaal één product

**Subscription
€ 21,- per year**

**We unlock and standardize healthcare data
between consumer and healthcare**

Validation - Already in Practice



- MVP live and first implementations:
 - Pilot at **Vierstroom Verpleegthuis (Fundis)**
- Demonstrated impact:
 - General practitioner care: **1.5 - 2 hours savings per patient/year**
 - Care homes / home care: **6 - 20 hours per client/year**
- Previous validation:
 - Founders track record via MobileCare with:
 - Tens of thousands of measurements per month*
 - Demonstrated willingness to pay among patients*
- Ongoing
 - Research with Rotterdam University of Applied Sciences (60 students)
 - NWO consortium (34 partners)

**Not just a concept — already proven
time and cost reduction in practice**

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