

THE WELINK.CARE LABEL HAS BEEN AWARDED TO



ON THE 28TH OF JULY 2022

WITH THE HIGH DISRUPTION SCORE OF 78 %



Dr. Thierry Vermeeren, CEO

The WeLink.Care label uses a composite index scoring the disruption value of a digital solution use case in the daily health practice. Our expert team has reviewed the preselected digital solution with a set of 35 points of measure, based on interviews, documents research and analysis.

EARLYTRACKS RECEIVES THE WELINK.CARE LABEL

Introduction

EarlyTracks has been awarded the prestigious WeLink.Care Label, a recognition of its impact and innovation in digital healthcare. This label is granted following a rigorous scientific evaluation that assesses the solution's potential to enhance healthcare practices and improve user experience for both professionals and patients. EarlyTracks' approach to medical data structuring and interoperability aligns with key healthcare challenges, making it a standout solution in the eHealth landscape.

About the WeLink.Care Label

The WeLink.Care Label was established in 2020 as part of a global initiative to identify and promote the most promising eHealth solutions. Originally launched in response to the COVID-19 crisis, it has since evolved into a comprehensive evaluation system that recognizes solutions capable of transforming healthcare delivery. By focusing on digital innovations that enhance efficiency, improve patient care, and support healthcare professionals, the WeLink.Care Label serves as a trusted benchmark for stakeholders in the healthcare ecosystem.

Unlike conventional certifications, the WeLink.Care Label goes beyond technical compliance to assess real-world impact. The evaluation process is rooted in a scientific methodology that examines over 50 key criteria across multiple dimensions, including business model sustainability, technological maturity, and practical adoption by healthcare providers. Solutions that receive this label demonstrate not only technological excellence but also a tangible ability to improve healthcare practices and outcomes.

The Evaluation Process

The evaluation of healthcare innovations for the WeLink.Care Label follows a structured and multi-layered approach, ensuring that only the most impactful solutions receive recognition. The process begins with a thorough analysis of internal documentation and structured interviews with the solution provider. This first phase allows evaluators to assess the technological foundation, intended use cases, and the strategic vision behind the solution.

Once the initial assessment is complete, the evaluation expands to include external validation. This involves an in-depth review of user experiences, market adoption, and independent research that supports the solution's claims. For solutions used by healthcare professionals and patients alike, both perspectives are analyzed to ensure a holistic understanding of usability and effectiveness. This stage also includes a comparative assessment of similar innovations in the field, allowing evaluators to contextualize the solution within the broader healthcare ecosystem.

A key strength of the WeLink.Care evaluation process is its focus on practical implementation. Rather than relying solely on theoretical advantages, the assessment prioritizes real-world data on how the solution impacts clinical workflows, patient engagement, and institutional adoption. This evidence-based approach ensures that labeled solutions are not only innovative but also viable and scalable in healthcare settings. Finally, the findings are compiled into a detailed Scorecard and, in some cases, an Impact Study. The Scorecard provides a high-level overview of the evaluation results, offering stakeholders a clear snapshot of the solution's strengths. For deeper insights, the Impact Study presents a comprehensive analysis that includes expert assessments, user testimonials, and strategic recommendations for further development. This rigorous and transparent methodology positions the WeLink.Care Label as a gold standard in digital health evaluation.

EARLYTRACKS

Introduction to the company

EarlyTracks is a Belgium-based health technology company specializing in the structuring and processing of medical data through Natural Language Processing (NLP). Founded with the mission to enhance the accessibility and usability of unstructured clinical information, EarlyTracks provides hospitals and healthcare providers with tools to extract, standardize, and leverage medical data for improved decision-making. The company has positioned itself as a key player in the growing field of medical informatics, contributing to the digital transformation of healthcare across Europe. Backed by significant investment, the company continues to innovate in medical data interoperability and terminology management. Its expertise in integrating international standards, such as SNOMED CT and HL7-FHIR, ensures that its solutions align with evolving regulatory and technological trends, supporting healthcare institutions in achieving better data-driven care.

The Solution

EarlyTracks provides an advanced NLP-powered platform designed to structure unstructured clinical data from various healthcare sources. By converting free-text medical records into standardized and actionable data, the solution helps hospitals and medical institutions improve their data quality, enhance interoperability, and optimize clinical workflows. It acts as a bridge between traditional documentation methods and modern digital healthcare infrastructure, enabling a more efficient exchange of health information. Initially focused on hospitals, EarlyTracks has evolved to offer its NLP technology as a modular component that can be integrated into various digital health solutions. By enabling automated data structuring, terminology management, and compliance with emerging European health data regulations, EarlyTracks plays a crucial role in fostering more effective and scalable healthcare information systems.

Features and Benefits

The EarlyTracks platform is built around powerful NLP algorithms capable of analyzing and structuring vast amounts of clinical text data with high accuracy. Its key features include terminology mapping, interoperability support, and automated coding using medical ontologies such as SNOMED CT. By automating the extraction and categorization of medical data, the solution significantly reduces the administrative burden on healthcare professionals while improving the accuracy and completeness of patient records. Beyond efficiency gains, EarlyTracks delivers substantial benefits in clinical decision support, patient data management, and research. By structuring health data into standardized formats, it enhances data exchange between healthcare providers, facilitates population health analysis, and supports compliance with emerging health data standards in Europe. The ability to integrate seamlessly with existing hospital information systems makes EarlyTracks an adaptable and scalable solution for various healthcare settings.

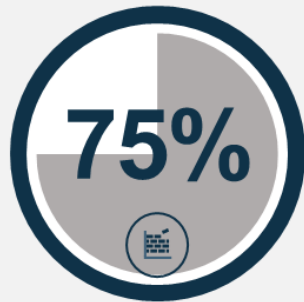
Compliance and Future Outlook

EarlyTracks is designed with compliance at its core, ensuring alignment with European regulatory frameworks such as the European Health Data Space (EHDS), GDPR, and international interoperability standards like HL7-FHIR. The company's commitment to adhering to evolving data governance and security requirements positions it as a reliable partner for healthcare institutions seeking to enhance their digital infrastructure. Looking ahead, EarlyTracks aims to expand its market presence further across Europe and continue innovating in AI-driven medical data processing. With ongoing advancements in interoperability and terminology management, the company is well-positioned to play a central role in the standardization and structuring of clinical data at a continental scale.

DISRUPTION SCORE

EarlyTracks achieves a high disruption score for its innovative approach to medical information management. As a Belgian university spin-off, the company leverages advanced Natural Language Processing (NLP), semantic technologies, and AI-driven enterprise search to structure and analyze both structured and unstructured medical data. By transforming raw clinical information into actionable insights, EarlyTracks enhances decision-making, interoperability, and efficiency within healthcare institutions, driving significant improvements in medical data management and clinical workflows.

BUSINESS PERFORMANCE



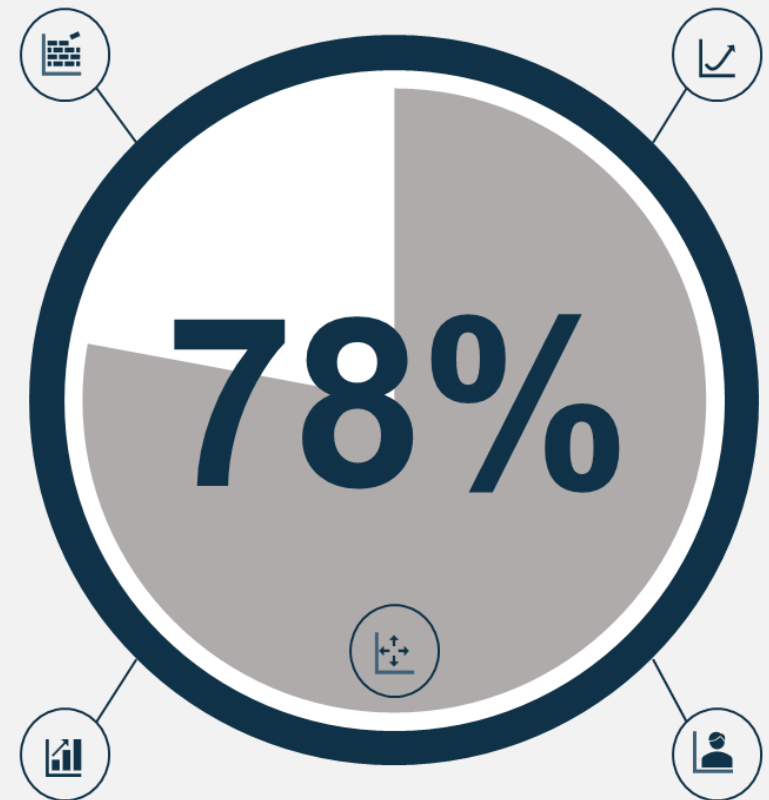
|~ good ~|

CHANGE OF PRACTICES



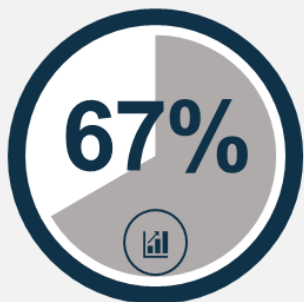
|~ very significant ~|

DISRUPTION POTENTIAL



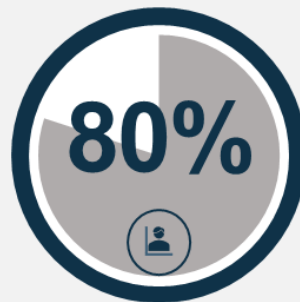
|~ high ~|

SOLUTION MATURITY



|~ high ~|

USER EXPERIENCE



|~ very good ~|

BUSINESS MODEL

EarlyTracks' business model is strengthening, driven by steady financial growth and strategic partnerships. A key milestone was its agreement with Xperthis, integrating EarlyTracks' NLP technology into electronic patient records for Belgian hospitals. This collaboration expands market reach and accelerates adoption within healthcare institutions. With increasing demand for structured medical data and interoperability, EarlyTracks is well-positioned for sustainable growth, leveraging its AI-driven solutions to enhance healthcare information management.

BUSINESS MODEL



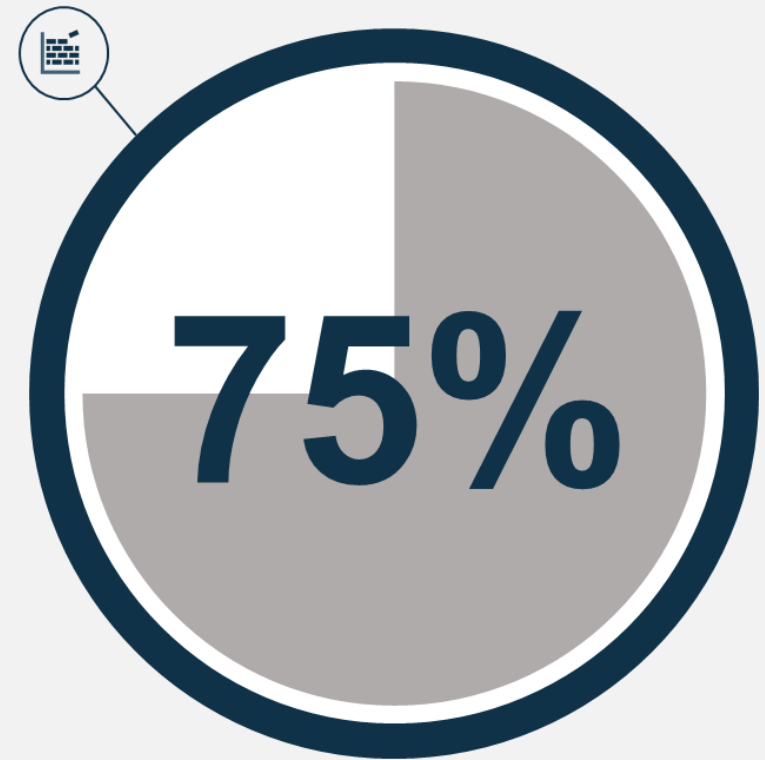
| ~ good ~ |

COMMERCIAL READINESS LEVEL



| ~ first sales ~ |

BUSINESS PERFORMANCE



| ~ good ~ |

SOLUTION MATURITY

EarlyTracks' solution maturity is steadily progressing as the company advances its commercialization efforts. Engaging Chief Medical Information Officers (CMIOs) throughout development ensures the solution aligns with real-world clinical needs. This user-centric approach enhances adoption and functionality, allowing EarlyTracks to refine its NLP-driven medical data structuring tools. As interoperability standards evolve, EarlyTracks continues to strengthen its platform, positioning itself as a key player in the transformation of healthcare information management.

CLINICAL TRIALS



|~ one published study ~|

PREMS & PROMS



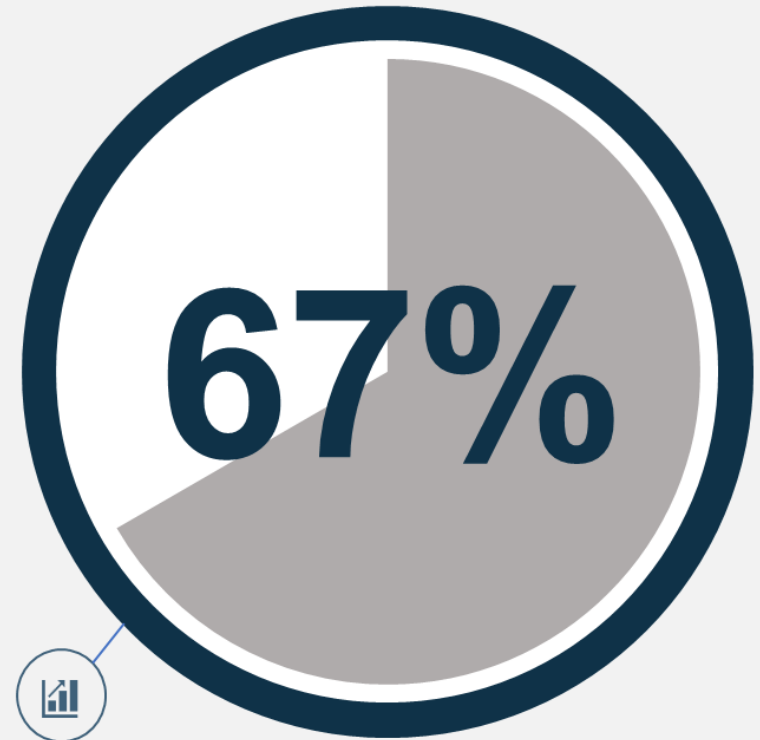
|~ insufficient ~|

DESIGN APPROACH



|~ adequate ~|

SOLUTION MATURITY



|~ high ~|

TECHNOLOGY READINESS LEVEL

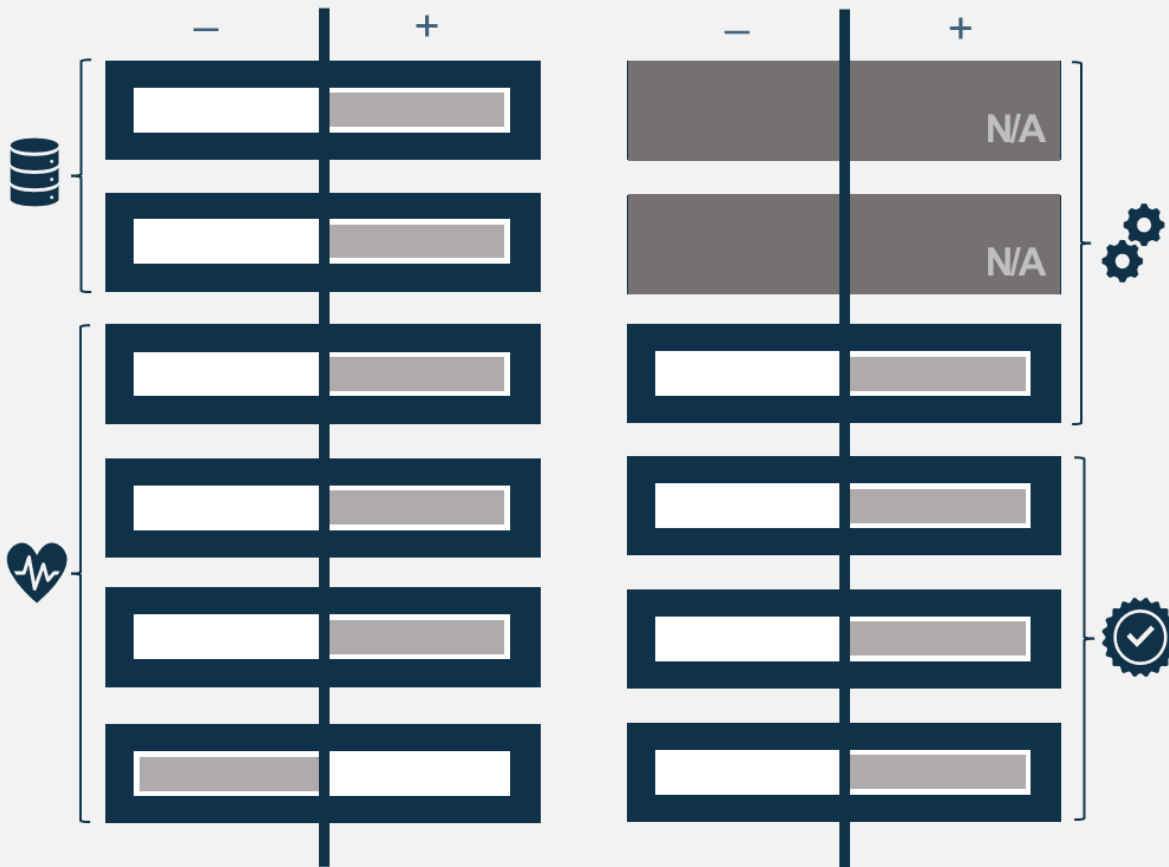


|~ product deployed ~|

CHANGE OF PRACTICES

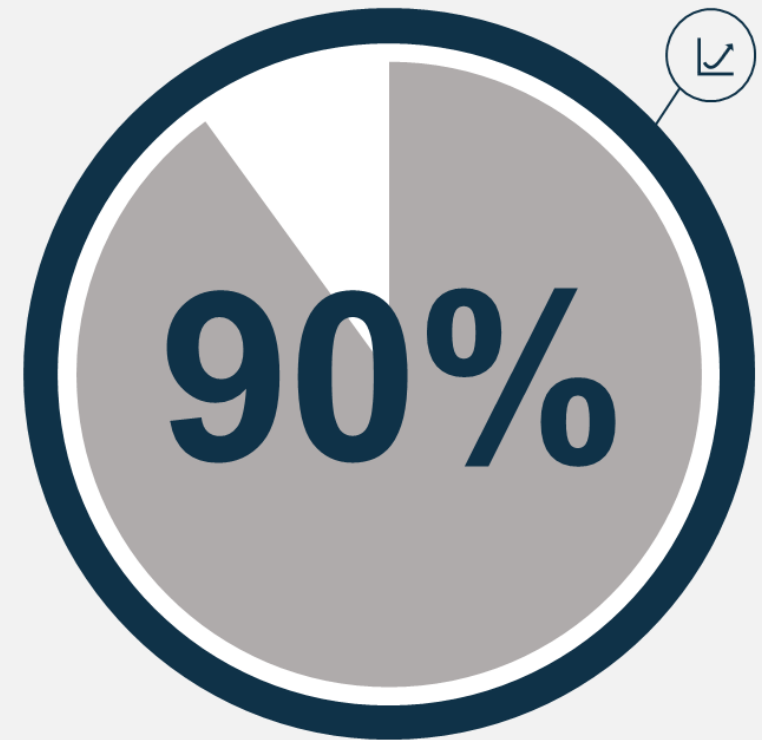
EarlyTracks drives a significant shift in healthcare practices by enabling institutions to structure and standardize medical data using SNOMED CT, improving data reliability and continuity of care. Its NLP technology can be integrated into hospital ecosystems or partner solutions, enhancing interoperability. While its impact is clear, efficiency remains challenging to assess due to variable pricing based on institution size and usage, with no standardized cost model disclosed.

PRACTICES MEASURE POINTS



|~ 10 relevant measure points ~|

CHANGE OF PRACTICES



|~ very significant ~|

USER EXPERIENCE : THE PROFESSIONAL AND PATIENT PERSPECTIVE

EarlyTracks enjoys strong institutional acceptance, as it helps healthcare providers meet regulatory requirements and secure funding. However, adoption among healthcare professionals presents challenges, as some perceive it as an added administrative burden. While the solution enhances data structuring and interoperability, its long-term success depends on facilitating seamless integration into clinical workflows and demonstrating clear benefits for daily practice to drive engagement and ease of use.

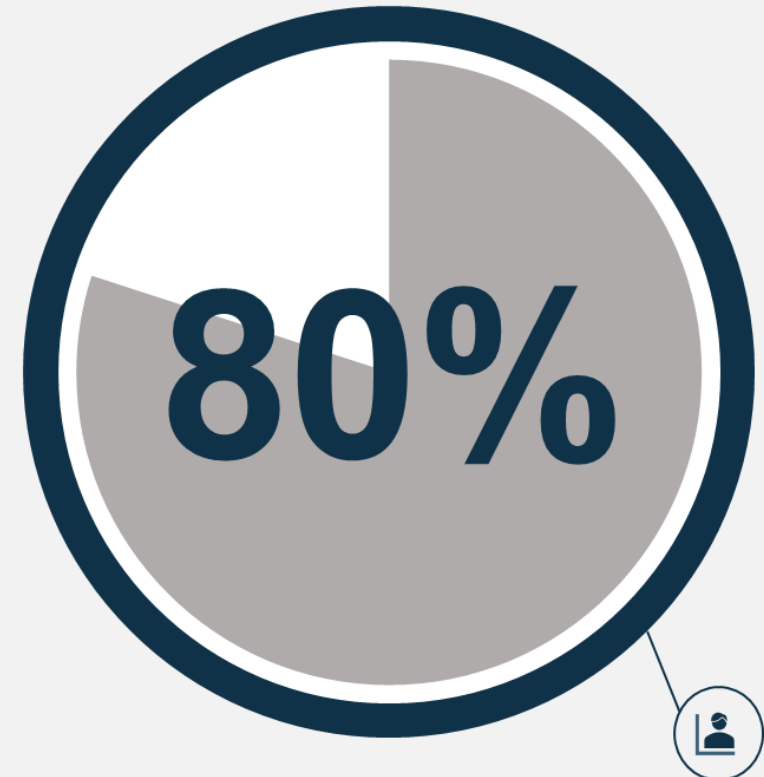


| ~ very good ~ |

PROFESSIONAL EXPERIENCE

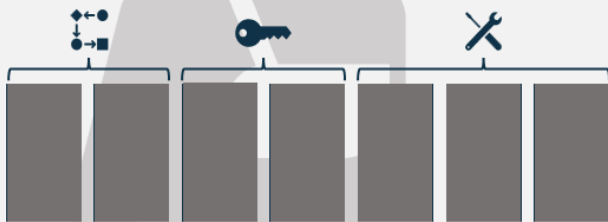


USER EXPERIENCE



| ~ very good ~ |

PATIENT EXPERIENCE



| ~ N/A ~ |

LINKS AND RESOURCES

<https://www.earlytracks.com/>

<https://label.welink.care/>

This report is based on the information provided by the scored company, input from various stakeholders, and the application of the WeLink.Care© methodology by OZConsulting. The findings, scores, and evaluations presented are intended solely for informational purposes and do not constitute a guarantee or endorsement of the quality, effectiveness, or commercial viability of the evaluated digital health solution.

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