

THE WELINK.CARE LABEL HAS BEEN AWARDED TO



malo

ON THE 27TH OF FEBRUARY 2023

WITH THE VERY HIGH DISRUPTION SCORE OF 88 %



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.

MALO RECEIVES THE WELINK.CARE LABEL

Introduction

Malo has been awarded the prestigious WeLink.Care Label, marking its distinction as an innovative eHealth solution that delivers measurable impact in the healthcare landscape. This recognition underscores Malo's commitment to empowering parents with tools for proactive health management for themselves and their children. As a labeled solution, Malo joins a select group of technologies that have undergone rigorous evaluation to confirm their excellence in supporting transformative healthcare practices.

About the WeLink.Care Label

The WeLink.Care Label was established in 2020 as a response to the global healthcare challenges amplified by the COVID-19 pandemic. Initially focused on creating a catalog of reliable eHealth solutions for emergency use, the label has since evolved to recognize digital innovations across a broad spectrum of healthcare needs. Today, the WeLink.Care Label is a benchmark of excellence for digital health technologies, reflecting their capacity to address real-world healthcare challenges effectively.

Underpinned by a scientifically robust methodology, the label evaluates solutions on their potential to disrupt and enhance healthcare practices. Its evaluation framework considers factors like economic viability, user experience, and the ability to drive meaningful changes in care practices. By certifying only the most impactful solutions, the WeLink.Care Label facilitates trust among healthcare professionals, patients, and industry stakeholders, fostering adoption and collaboration in digital health innovation.

The Evaluation Process

The evaluation process for the WeLink.Care Label is designed to provide a comprehensive analysis of a solution's impact and maturity across five critical dimensions: Business Model, Solution Maturity, Change of Practices, and User Experience (for both professionals and patients). The analysis is conducted by certified experts who leverage their domain knowledge and the rigorous WeLink.Care methodology to ensure objective and reliable assessments.

This process begins with extensive documentation analysis, including technical specifications, user feedback, and prior studies, to establish a foundational understanding of the solution. Experts then engage in structured interviews with the solution's developers, healthcare providers, and users to gain nuanced insights into its real-world applications. This multi-stakeholder approach ensures that all aspects of the solution's design and implementation are thoroughly examined.

The second phase involves scoring the solution against over 50 key criteria, with each dimension further broken down into specific sub-topics. These range from financing robustness and intellectual property protections in the business model to user adaptability and security measures in the user experience. Solutions are also assessed for their ability to integrate within healthcare systems and their readiness to scale operations.

Finally, the evaluation is synthesized into a disruption score, a composite metric that reflects the solution's overall performance and potential to influence healthcare practices. The results are presented through a scorecard for quick reference and an optional in-depth impact study, offering stakeholders a detailed narrative on strengths, weaknesses, and opportunities for improvement. This structured evaluation not only supports the identification of standout innovations but also provides actionable insights for solutions to refine their offerings and expand their impact.

MALO

Introduction to the company

Malo, established in 2020 and launched in 2021, is a French eHealth company committed to supporting parents in their journey through parenthood. Its core mission is to bridge the gap in accessible, reliable healthcare information for parents and children, focusing on prevention and early intervention. Drawing inspiration from its founder's family background in child development and healthcare, Malo was designed to empower parents with knowledge and tools tailored to their needs. With an already robust presence in France, serving over 95,000 parents and 100,000 children, Malo has expanded its reach into Belgium through a partnership with Partenamut, a leading mutual health insurer. The company leverages a multidisciplinary team of healthcare professionals, including pediatricians and nutritionists, ensuring the scientific integrity and relevance of its content. Malo exemplifies innovation in family-focused digital health, providing a scalable solution to meet growing demands for personalized and preventative care.

The Solution

Malo is an eHealth application designed to assist parents from pregnancy to the early childhood years, covering children up to seven years old. The app provides tailored health monitoring, guidance, and educational content, allowing parents to track over 6,000 developmental and health parameters. Topics span critical areas such as nutrition, neurodevelopment, language acquisition, and psychomotor growth. The solution acts as a trusted companion, offering a context-aware approach to parental support. By delivering expert-vetted content and monthly interactive questionnaires, Malo alleviates the stress and uncertainty often associated with parenting. Unlike generic online resources, Malo's platform emphasizes evidence-based insights, curated by healthcare professionals, to help parents make informed decisions and communicate effectively with their healthcare providers.

Features and Benefits

Malo's features are tailored to foster a proactive approach to parenting and child development. It offers monthly developmental questionnaires inspired by paediatric guidelines, providing a comprehensive snapshot of a child's progress. These insights are supplemented by dynamic educational content and tips customized to the child's age and developmental stage. The app also supports parental well-being, offering postpartum programs that address issues like nutrition, mental health, and even relationship dynamics. Beyond immediate support, Malo empowers parents with practical tools for early detection of potential issues. The app enables users to identify subtle signs of developmental concerns, such as neurodevelopmental delays, and prepares them to discuss these findings with healthcare professionals. By enhancing communication and reducing reliance on social media or unverified online sources, Malo helps parents make confident, well-informed decisions for their family's health.

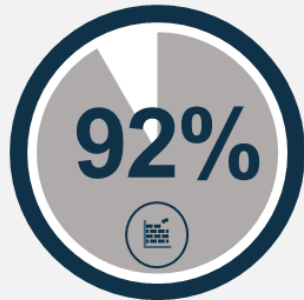
Compliance and Future Outlook

Malo operates with a strong commitment to data security and compliance, adhering to GDPR regulations and using certified health data hosting (HDS) services. User privacy is safeguarded through encrypted databases, with personal and health data stored separately to enhance security. The company also ensures transparency, offering users the ability to delete their data upon leaving the platform. Looking forward, Malo aims to expand its linguistic and geographical reach. Plans to introduce versions in English, Flemish, and German align with the company's vision of becoming a trusted partner for parents across Europe. With a roadmap emphasizing innovation and international growth, Malo is set to redefine preventive and family-centered healthcare, providing even greater accessibility and personalization for parents worldwide.

DISRUPTION SCORE

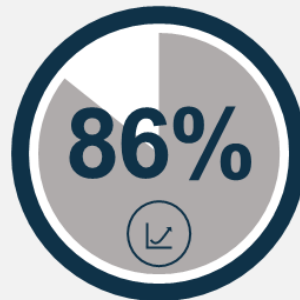
Malo empowers parents to monitor their child's development across key areas such as motor skills, nutrition, and neurodevelopment, bridging the gap between pediatric consultations. With over 6,000 criteria developed by a multidisciplinary team of healthcare professionals, the app offers personalized, expert-validated insights tailored to each stage of a child's growth from birth to seven years old. Malo transforms parenting by providing trusted, preventative care guidance and fostering proactive engagement in a child's well-being.

BUSINESS PERFORMANCE



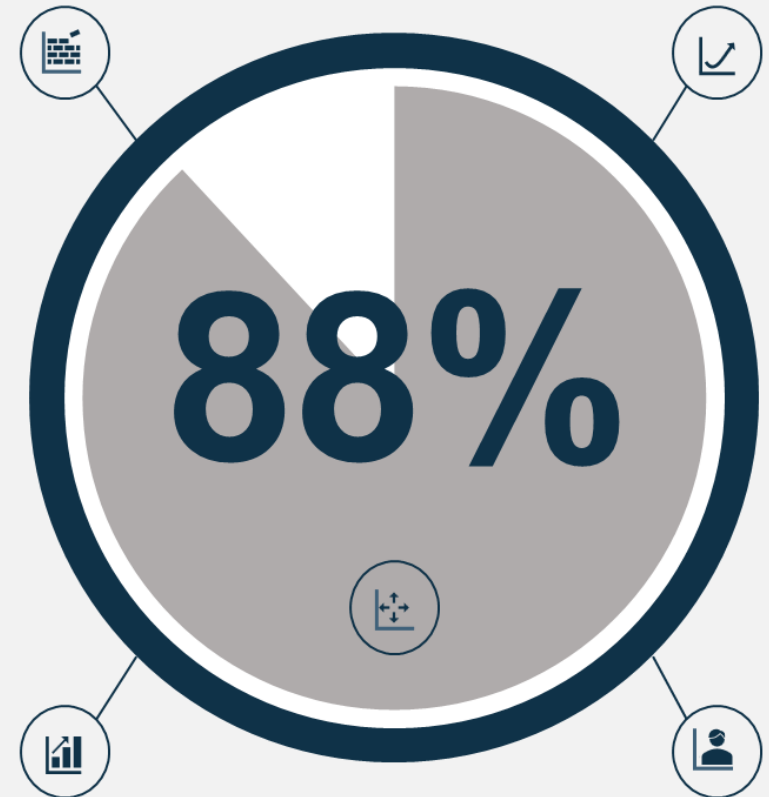
|~ very good ~|

CHANGE OF PRACTICES



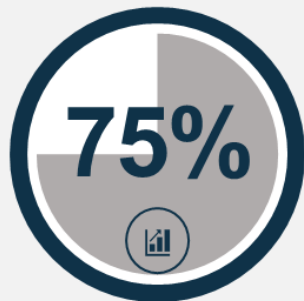
|~ very significant ~|

DISRUPTION POTENTIAL



|~ very high ~|

SOLUTION MATURITY



|~ high ~|

USER EXPERIENCE



|~ very good ~|

BUSINESS MODEL

Malo demonstrates a solid business model with significant growth potential. In 2021, the company secured €1.6M in funding and aims for profitability by the end of 2023. Offering free child health monitoring and €65 annual subscriptions for parental health support, Malo strategically seeks third-party payer partnerships. Already collaborating with French insurers and Belgium's Partenamut, Malo is scaling its presence to deliver accessible, preventative care solutions to a growing user base of over 195,000 individuals.

BUSINESS MODEL



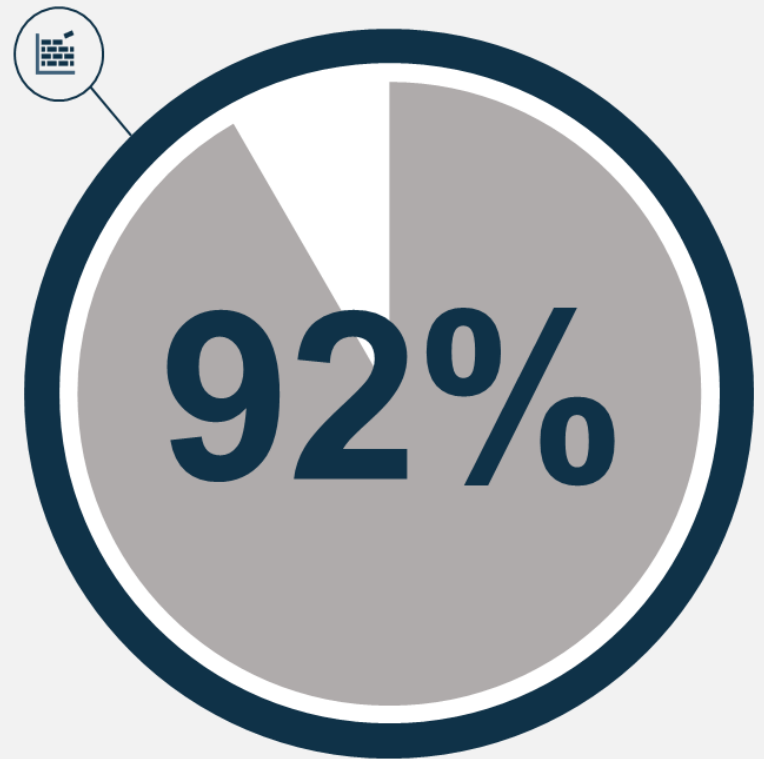
|~ very good ~|

COMMERCIAL READINESS LEVEL



|~ first profits ~|

BUSINESS PERFORMANCE



|~ very good ~|

SOLUTION MATURITY

Malo exhibits a high level of solution maturity, with its innovation already commercialized and supported by a robust scientific foundation. From its inception, the app has integrated insights from healthcare experts who review content annually to ensure accuracy. User feedback is central to its evolution, with continuous quality evaluations for advice and responses. This iterative approach ensures Malo remains a trusted, user-centric tool for preventative care and parental support. The scientific studies were carried out by a single research team, and unfortunately no PREMS or PROMS publications have yet been released.

SOLUTION MATURITY

CLINICAL TRIALS



|~ studies published by one team ~|

PREMS & PROMS

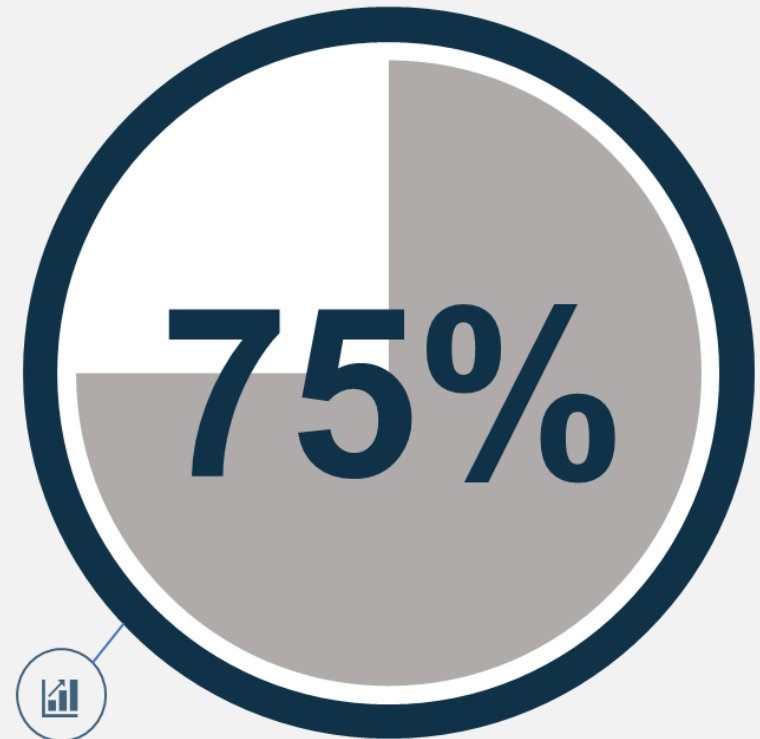


|~ insufficient ~|

DESIGN APPROACH



|~ adequate ~|



|~ high ~|

TECHNOLOGY READINESS LEVEL

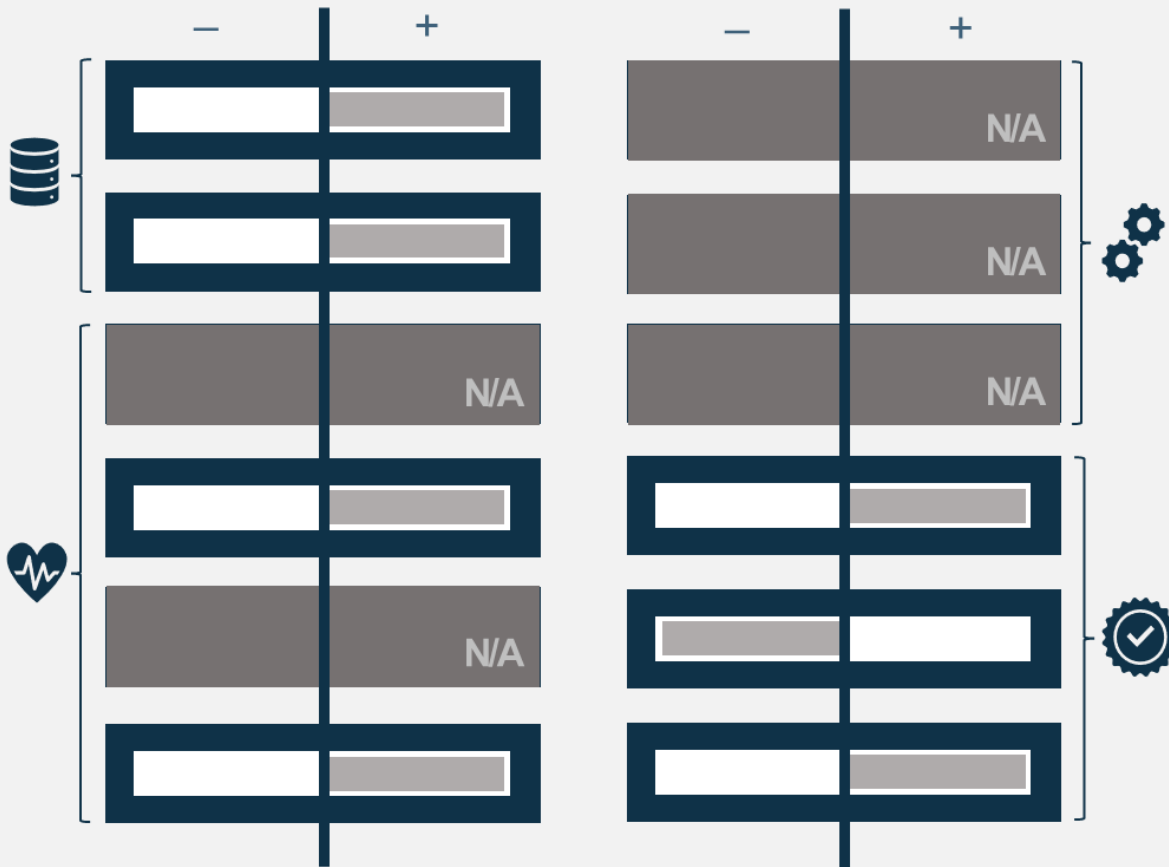


|~ product deployed ~|

CHANGE OF PRACTICES

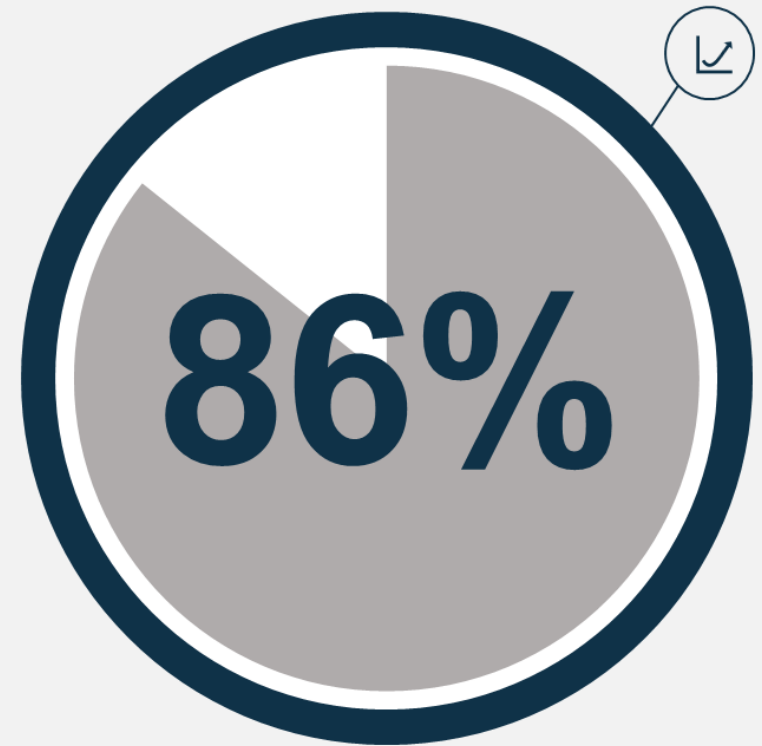
Malo enhances the efficiency of pediatric consultations by equipping parents with reliable, expert-validated data on their child’s development, which can be shared with healthcare providers. This targeted information enables pediatricians to refine their clinical assessments and focus on key concerns. Guided by a multidisciplinary expert board, Malo ensures data validity while maintaining a non-diagnostic, preventative approach. Its ease of integration into clinical workflows makes it a valuable, widely recommended tool by pediatricians.

PRACTICES MEASURE POINTS



|~ 7 relevant measure points ~|

CHANGE OF PRACTICES



|~ very significant ~|

USER EXPERIENCE : THE PROFESSIONAL AND PATIENT PERSPECTIVE

Malo delivers a seamless user experience, focusing on prevention and proactive support for families. While child health monitoring is free, parental health tracking is available via an affordable subscription, with plans to integrate third-party payer models through insurance partnerships. Its user-friendly design is complemented by a responsive helpdesk, offering prompt assistance via email or callback. Malo's commitment to accessibility and practical support ensures an engaging and reliable experience for its growing community of users.

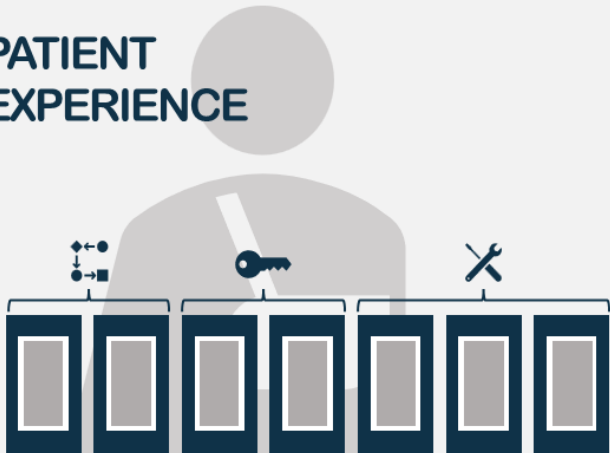


|~ N/A ~|

PROFESSIONAL EXPERIENCE



PATIENT EXPERIENCE



|~ very good ~|

USER EXPERIENCE



|~ very good ~|

LINKS AND RESOURCES

<https://bonjourmalo.fr/>

<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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