

# THE WELINK.CARE LABEL HAS BEEN AWARDED TO

moveUP

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ON THE 12<sup>TH</sup> OF SEPTEMBER 2022

WITH THE VERY HIGH DISRUPTION SCORE OF 88 %



A handwritten signature in black ink, appearing to read "Thierry Vermeeren". The signature is written over a thin horizontal line.

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.

## MOVEUP RECEIVES THE WELINK.CARE LABEL

### Introduction

We are pleased to announce that MoveUP has received the prestigious WeLink.Care Label, recognizing its innovative approach to post-operative rehabilitation and its potential to transform healthcare practices. This distinction underscores MoveUP's success in delivering personalized, data-driven care that empowers patients, improves outcomes, and enhances the quality of post-surgical recovery for both patients and healthcare providers.

### About the WeLink.Care Label

The WeLink.Care Label was established to identify and endorse the most innovative and impactful eHealth solutions in the global healthcare landscape. Initiated in 2020, it set out to address urgent healthcare challenges, particularly in the context of the COVID-19 pandemic, by highlighting technologies that drive measurable improvements in patient care and professional practices. Over time, the label has expanded its scope, becoming a benchmark for excellence in digital health.

This certification reflects a solution's capacity to combine innovation with practical implementation, offering tangible benefits to healthcare systems. Recipients are evaluated based on their ability to deliver transformative outcomes, foster user satisfaction, and align with rigorous industry standards. The WeLink.Care Label is now synonymous with quality, credibility, and leadership in digital health innovation.

### The Evaluation Process

The journey to obtaining the WeLink.Care Label involves a rigorous, multi-phase evaluation process designed to assess a solution's impact, maturity, and ability to address key healthcare challenges. This structured process ensures a comprehensive review across critical dimensions. Potential solutions are shortlisted based on their relevance, scalability, and potential to improve healthcare outcomes. This step leverages extensive research and expert recommendations, ensuring that only promising candidates proceed to detailed evaluation.

Each solution is assessed across five dimensions: Business Model, Solution Maturity, Change in Practices, and User Experiences for both professionals and patients. These dimensions encompass over 50 criteria, offering a robust framework to gauge the solution's strengths and potential impact. The evaluation involves gathering data through interviews with stakeholders, including solution providers, healthcare professionals, and end-users. This is complemented by an in-depth review of technical documentation, clinical studies, and user feedback, ensuring accuracy and objectivity.

Scores are assigned to each dimension, with specific weightage reflecting the solution's alignment with healthcare needs. Solutions that achieve a high disruption score are awarded the WeLink.Care Label, affirming their readiness to drive transformative change in healthcare delivery. This comprehensive process confirms MoveUP's ability to revolutionize post-operative care, enhance patient recovery, and set new standards for eHealth solutions worldwide.

# MOVEUP

## Introduction to the company

Founded in 2015, MoveUP is a Belgian startup dedicated to transforming post-operative rehabilitation through digital innovation. The company was born from a collaboration of engineers, a surgeon, and a legal expert, combining their expertise during an MBA program at the Vlerick Business School. Headquartered in Brussels and Ghent, MoveUP leverages technology to bridge gaps in post-surgical care, enabling personalized rehabilitation for patients undergoing hip and knee surgeries.

MoveUP has grown into a recognized leader in eHealth, supported by over €2 million in funding and international accolades such as the Health & Care Award and the MSD Award. With a multidisciplinary team of healthcare professionals and technologists, MoveUP is committed to improving patient outcomes, reducing hospital readmissions, and providing evidence-based care solutions across Europe and beyond.

## The Solution

MoveUP offers a comprehensive remote rehabilitation solution that combines a mobile app, an activity tracker, and tailored medical protocols to deliver personalized care for patients recovering from hip and knee surgeries. By leveraging Patient-Reported Outcome Measures (PROMs), the solution adapts rehabilitation plans in real-time, addressing each patient's unique needs and ensuring an optimal recovery process.

The solution empowers patients to conduct rehabilitation at home, significantly reducing the need for in-person physiotherapy sessions. It also provides surgeons and healthcare professionals with valuable data on recovery progress, enabling better follow-up and care adjustments. MoveUP's digital approach ensures that patients are supported throughout their journey, from pre-operative planning to post-operative recovery.

## Features and Benefits

MoveUP's key features include a user-friendly mobile app for guiding patients through rehabilitation exercises, an activity tracker for monitoring physical activity, and tools for managing pain and wound evolution. The app integrates educational videos, daily questionnaires, and asynchronous chat capabilities, enabling patients to receive timely responses from healthcare professionals.

The benefits of MoveUP are both clinical and practical. Patients experience reduced pain, fewer unplanned medical consultations, and higher satisfaction rates, with 92% preferring the digital approach to traditional care. For healthcare providers, the solution offers real-world evidence and detailed insights into patient recovery, helping to optimize care pathways and enhance overall outcomes.

## Compliance and Future Outlook

MoveUP meets rigorous compliance standards, holding ISO 13485 certification as a Class I medical device and adhering to the HL7 interoperability standard. Its robust data security measures ensure patient data privacy, with data stored securely in the cloud. Looking ahead, MoveUP aims to expand its offering to other surgical procedures and international markets, with ongoing pilot projects in France, the Netherlands, and the UK. By integrating predictive analytics and refining rehabilitation protocols, the company is poised to become a global leader in personalized digital healthcare solutions.

## DISRUPTION SCORE

MoveUP achieves a high disruption score as a groundbreaking solution for remote post-operative rehabilitation. Combining a mobile app and activity tracker, it enables healthcare professionals to monitor patients' activity, wound healing, and pain management remotely. Guided by personalized medical protocols created by doctors and physiotherapists, MoveUP empowers patients to recover effectively from home while providing surgeons and care teams access to critical recovery data and PROMS, revolutionizing orthopedic post-surgery care.

### BUSINESS PERFORMANCE



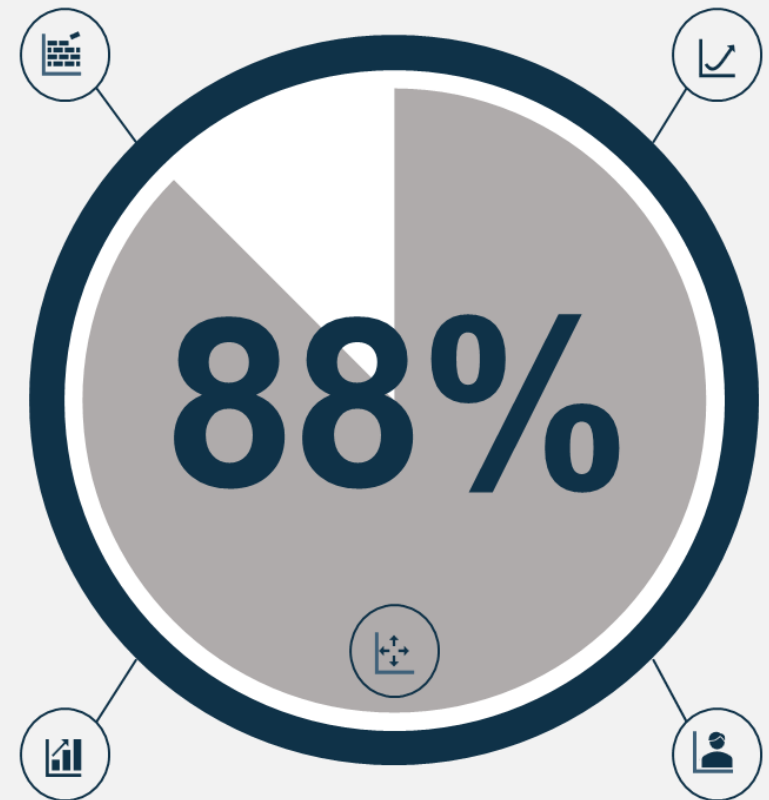
|~ good ~|

### CHANGE OF PRACTICES



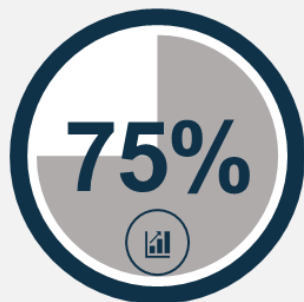
|~ very significant ~|

### DISRUPTION POTENTIAL



|~ very high ~|

### SOLUTION MATURITY



|~ high ~|

### USER EXPERIENCE



|~ very good ~|

## BUSINESS MODEL

MoveUP's business model reflects strong financial growth beyond its initial R&D phase. With adoption by multiple surgeons and full reimbursement from Belgium's NIHDI, the company has solidified its market position. Over the past five years, MoveUP has significantly improved its debt ratio while steadily enhancing return on equity and total assets. These financial milestones underscore its transition from a startup to a scalable, revenue-generating healthcare solution with long-term sustainability.

### BUSINESS MODEL



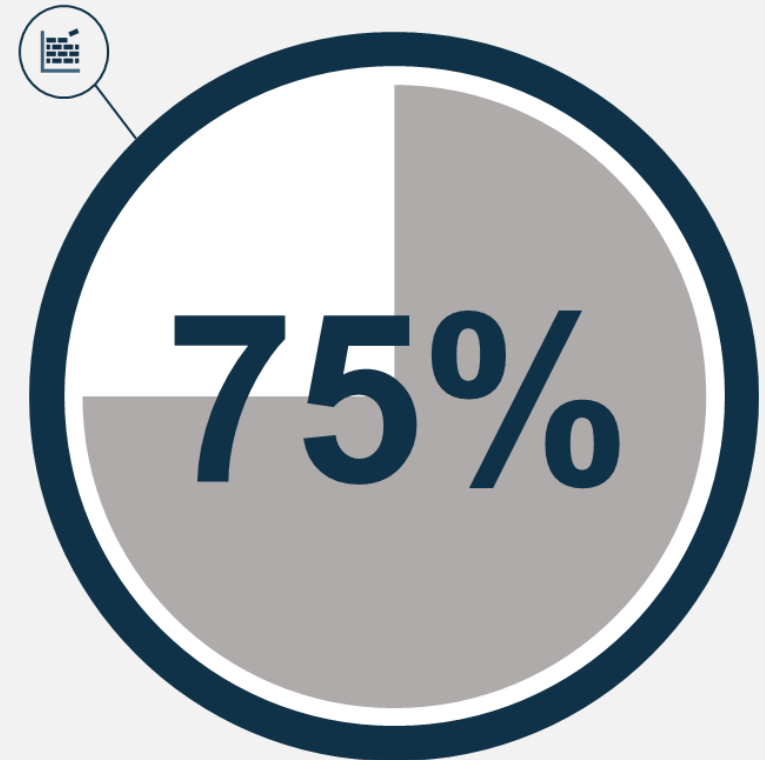
|~ good ~|

### COMMERCIAL READINESS LEVEL



|~ first sales ~|

### BUSINESS PERFORMANCE



|~ good ~|

## SOLUTION MATURITY

MoveUP demonstrates strong solution maturity, with established market presence in Belgium, France, the Netherlands, and Germany, alongside a pilot phase in the USA, supported by a newly appointed CEO based in Miami. A clinical study by Ghent University validates its orthopedic rehabilitation application, a key step for Belgian health insurance reimbursement. However, administrative hurdles limit further studies, delaying broader validation. Publishing PROMS and PREMS could enhance credibility and accelerate international adoption.

### CLINICAL TRIALS



|~ studies published by one team ~|

### PREMS & PROMS



|~ insufficient ~|

### DESIGN APPROACH



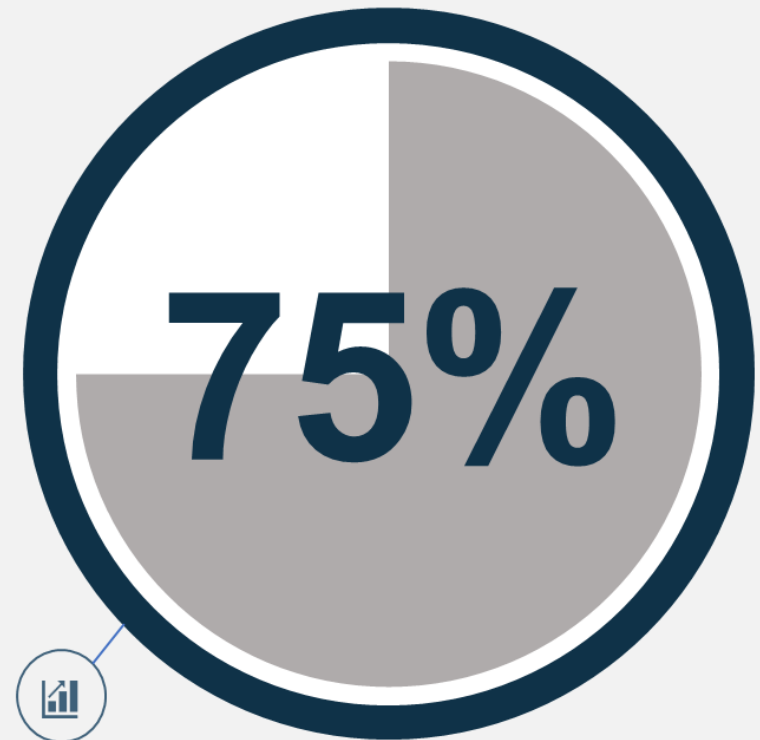
|~ adequate ~|

### TECHNOLOGY READINESS LEVEL



|~ product deployed ~|

### SOLUTION MATURITY

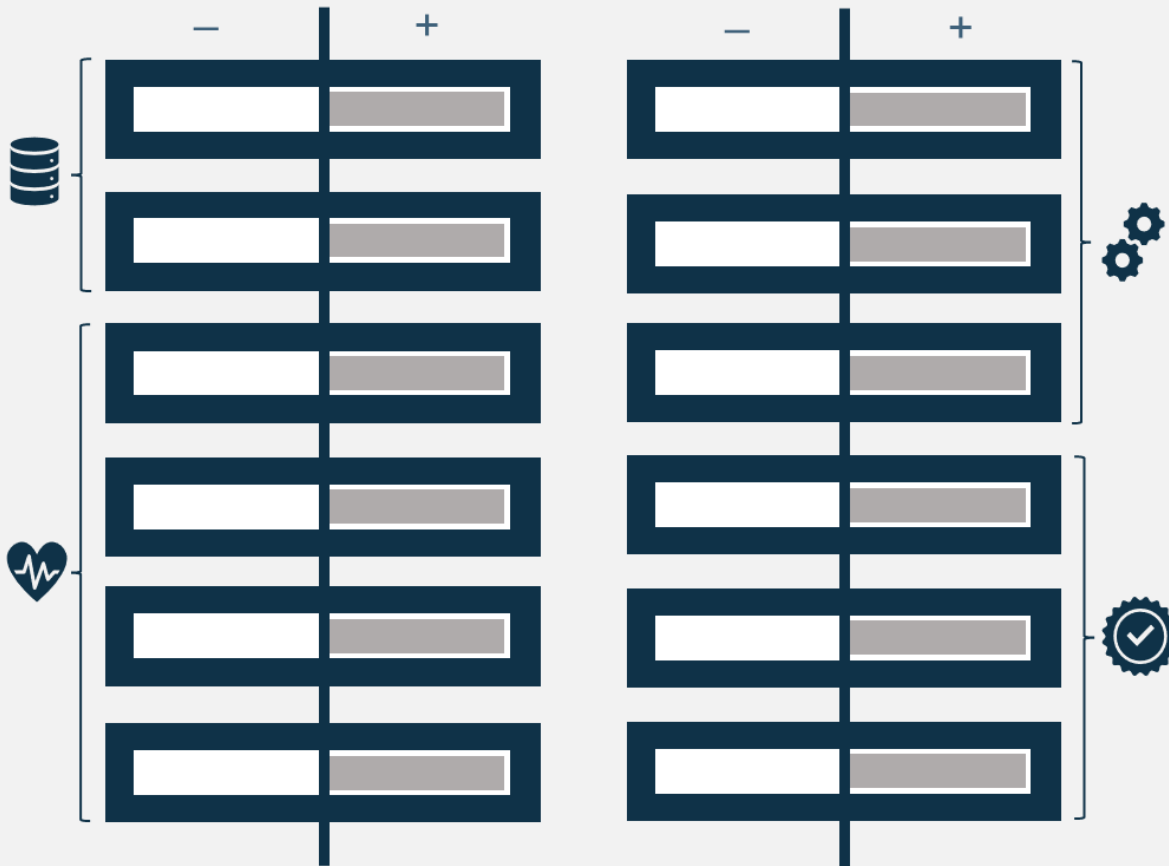


|~ high ~|

## CHANGE OF PRACTICES

MoveUP drives significant changes in post-surgical rehabilitation by enabling hip and knee surgery patients in Belgium, France, the Netherlands, and Germany to recover at home with remote supervision from healthcare professionals. Expanding its impact, MoveUP is piloting in 12 clinics in Ohio (USA) and has launched a bariatric surgery platform, offering multidisciplinary follow-up from pre-surgery preparation to six months post-surgery, ensuring comprehensive, data-driven patient care across multiple specialties.

### PRACTICES MEASURE POINTS



| ~ 12 relevant measure points ~ |

### CHANGE OF PRACTICES



| ~ very significant ~ |

## USER EXPERIENCE : THE PROFESSIONAL AND PATIENT PERSPECTIVE

MoveUP offers a highly accepted and flexible user experience for both healthcare professionals and patients. Over 200 surgeons already use the platform, with Belgian health insurance reimbursement further encouraging adoption. Traditionally, orthopedic surgeons see patients four times in the first year post-surgery—MoveUP enhances this follow-up with real-time, remote monitoring by physiotherapists and surgeons. Patients appreciate the convenience of home-based recovery, reducing travel and wait times, a benefit reinforced during the COVID-19 pandemic.

### PROFESSIONAL EXPERIENCE



| ~ very good ~ |



### USER EXPERIENCE



| ~ very good ~ |



### PATIENT EXPERIENCE



| ~ very good ~ |





## LINKS AND RESOURCES

<https://www.moveup.care/>

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

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*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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