Press Release

A shared vision for value-based healthcare: Swiss insurance group CSS invests in Heartbeat Medical

Berlin and Lucerne, 26.04.2022 – To place patients' quality of life at the center of the provision and reimbursement of health care, CSS is investing in Heartbeat Medical, a leading provider of digital patient-centered health services.

Putting quality of life at the forefront of care

To improve health-related quality of life in a patient-centered, measurable and sustainable way remains a key challenge for modern healthcare systems. CSS, a healthcare partner and one of the main insurers in Switzerland, is now backing Heartbeat Medical for their digital innovations and expertise in quality-of-life measurement. With the common goal of enabling quality-centric care and reimbursement models, CSS is investing in Heartbeat Medical through SwissHealth Ventures AG.

Via Heartbeat Medical's digital platform, a registered medical device, patients are asked automatically about their symptoms, course of recovery and overall quality of life. Supplemented with clinical data, this provides an enhanced, continuous and secure basis to aid decision-making by medical staff. Additionally, Heartbeat Medical enables quality-oriented remuneration models and supports the quality assurance of county-level (canton) service agreements. At present, over 30 hospitals and care providers in Switzerland have adopted the platform to reinforce patient monitoring and to optimize outcomes.

Measuring and improving the quality of treatment directly from patients' viewpoint is fundamental. In an era where healthcare is becoming more personalized, it is pivotal that patients' progression both quantitively and qualitatively is fed back into the health system's information loop. Data regarding health-related quality of life enables to guide resources towards what works best for patients. In the future, success in treatment and care will be defined by patient-reported quality – shaping treatment paths and reimbursement.

Largest health insurer acts as a pioneer

The backing by CSS underlines the importance of patient-centered solutions and technology for the further development of the Swiss healthcare system. As the largest basic insurer in Switzerland, with more than 1.5 million policyholders, CSS embodies an innovative and holistic approach to care. CSS is committed to high-quality and cost-efficient healthcare and has been investing in digital start-ups for one and a half years.

The cooperation with Heartbeat Medical aligns with CSS's vision of enabling the best possible quality of care and quality of life for its insured people.

"This step is a pivotal signal. The routine usage of patient-reported outcomes is no longer only supported by health providers and regional regulatory bodies, but now also by Switzerland's largest health insurer, CSS" says Yannik Schreckenberger, CEO of Heartbeat Medical. "We are thrilled to have the support of CSS as an insightful partner with strategic foresight for the advancement of quality-centered care and reimbursement models".

About Heartbeat Medical – HRTBT Medical Solutions GmbH
Heartbeat Medical is a leading provider of measurement and analysis of Patient-Reported Outcomes (PROs) and their linkage to clinical data. By embedding the resulting insights into individual treatments and care management, Heartbeat Medical enables Value-based Healthcare initiatives (VBHC). Founded in 2014, the company works from Berlin, Cologne and London on product development and support for over 250 centers, registries and research projects. Patient-Reported Outcomes are collected directly from patients in the form of standardized questionnaires and provide insights into treatment effects and health-related quality of life. Automatically linked with clinical observations, a data-based decision-making basis is created for medical, therapeutic, and economic issues. You can find more information about Heartbeat Medical at www.heartbeat-med.com/

Media contact:
HRTBT Medical Solutions GmbH
presse@heartbeat-med.de