

**PRESS RELEASE**

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**Digital Health Storymap: Real-time display of Digital Health goes online**

**Berlin and Milan, 24. September 2015** – [XLHEALTH](#) and [Healthware International](#) have launched a visualisation of Digital Health solutions worldwide. Together the Berlin-based venture capital investor and the global leader in digital and healthcare communications seek to give users a real-time overview of what is happening in the Digital Health world.

When searching for a new app or Digital Health solution, users often chose the key word search in their app store or recommendations of friends and families. These channels of communication and recommendation are important as guidance in the Digital Health world, but the choice of solutions is limited. Without filtering functions, the vast abundance of solutions may overwhelm users, yet, at the same time, filters always carry the notion of restricted results.

The website [www.digitalhealthstorymap.com](http://www.digitalhealthstorymap.com) launched by XLHEALTH and Healthware International aims to compensate the limits of regular searches by offering a visual overview of solutions.

Ulli Jendrik Koop, CEO of XLHEALTH, says, “We need a new view on the Digital Health ecosystem. Over the last two years, a great number of startups has established on the market, but users are still shy to use their full potential. An intuitive, easy display is a great step towards the inclusion of Digital Health in our daily lives.”

The “Storymap” filters and positions Digital Health solutions sorted by their focus on the body, i.e. skin, head, pancreas; the time of day it can be applied to; and the company’s place of origin. This helps users to include solutions into their daily rhythm. For example, while being relaxed in the evening and browsing the internet, a user can search for a meal planner app. Then, checking the time-visualisation, the user gets real-time data on which app is most used, most liked, or most watched at the moment. By doing so, individualised feedback is possible, overcoming restrictions of time and place.

Roberto Ascione, CEO of Healthware International, added, “We are very happy to support the vibrant Digital Health ecosystem which will significantly contribute to transform healthcare in the coming years. Combing data, content and visualization is at the heart of our agency work and we are very passionate to foster better understanding of healthcare through engaging experiences as this new website does.”

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**About XLHEALTH**

[XLHEALTH](#) is a Berlin-based Venture Capital investor specialised in Digital Health start-ups. We invest in early stage and growth companies preserving and improving human health with smart technology solutions. Besides offering capital, we provide strategic access to 400,000 general practitioners, pharmacists and clinics in Europe. Our portfolio comprises European Digital Health pioneers [mySugr](#), [NeuroNation](#) and [MeeDoc](#).

**About Healthware International**

[Healthware International](#) is a next-generation healthcare communications agency, combining in a unique blend consulting and creative services with innovation and technology capabilities able to deliver value to existing and emerging healthcare stakeholders. Established about twenty years ago in Italy, Healthware is now an independent global company consistently ranked among the top 100 healthcare communications agencies worldwide, with presence in London, Milan, New York, Rome and Salerno. Healthware is lead by CEO and Founder Roberto Ascione, a serial entrepreneur and global thought leader in digital health with 20 years of experience in marketing and communications, business transformation and innovation in health and wellness.