

# General Manager for Digital Neurorehabilitation: Restructuring of Market Access activities to optimize sales

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**Goal:** Restructuring of market access activities to improve the distribution of digital therapeutics (AI/VR) in Europe

**Company size:** small mid size enterprise (SME)

**Indication/Topic:** stroke rehabilitation, AI/VR, telemedicine

**Portfolio:** software & hardware

**Customers:** B2B & B2C, physio & occupational therapy, neurology, hospitals, private practices, patients

## Achievements:

- Contract with leading insurance company in Germany (40% market share)
- Contracts with 2 leading GPOs in DACH-region
- NHS-accreditation in UK (90% market share)
- Revenue FY 22: +30%, FY 23: +40% vs. previous year

