



AXA: in the search of smoking cessation and nutrition & wellbeing solutions



“ I am really satisfied with the Solution Match results and our Solution Match Live event. I met more objectives than I had! Great teamwork! ”



AXA Healthcare



Begoña San Jose, Head Partnerships & Business Development



www.axaglobalhealthcare.com



France

My challenges

When joining the call, AXA group was actively engaged in a transformation from health payer to partner, through innovation, prevention and care. Aligned with this ambition, AXA was looking to partner with digital health SME(s) to implement one or more smoking cessation and nutrition & wellbeing solution(s) at the global level. AXA had some startups on their radar already before to start the Solution Match (SM) process and approached some of them but was still looking for new and innovative solutions in the two areas of smoking cessation and nutrition.

eHealth HUB support

Solution Match [2018]. “The Solution Match service helped getting information on the SMEs and following up with them, definitively facilitating the life of AXA.

The service contributed to a better market reach. A lot of good candidates were identified through the process so that it was difficult to choose between the solutions at the end. Besides, the startups selected by eHealth Hub had a very good profile.

The Solution Match gave the opportunity to AXA to really benchmark the solutions and find the best candidates”.

The company

AXA is today the number one global insurance brand, a worldwide leader in insurance and asset management operating in more than 60 countries, with 165,000 employees and agents serving 107 million clients. AXA's 2020 Ambition aims to empower people to live a better life and the group is actively engaged in a transformation from health payer to partner, through innovation, prevention and care.



eHealth HUB *Stories*

Learning points ●

“Before initiating the SM, the idea was to put more efforts on nutrition, but the Solution Match provided opportunities of very high interest in smoking cessation. The effort in the preparation phase is key to analyse the SMEs responses and qualify it, also giving the best opportunity to commit and establish a good level of collaboration between eHealth HUB and the client”.

Begoña San Jose, Global Axa Healthcare - Head Partnerships & Business Development

eHealth HUB services



Solution Match

A personalized service for healthcare providers, insurers, pharma or medtech companies looking for a concrete digital health solution to be implemented in their organization. Solution Match helps to clarify their needs and requirements, research available solutions and pre-select the best matches.



The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No727683.



www.ehealth-hub.eu



[in](#)