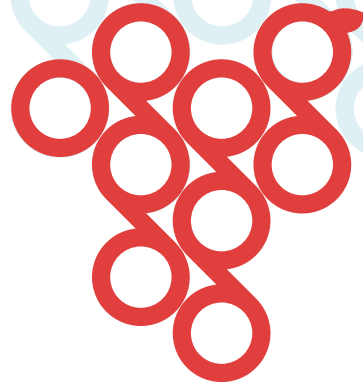


CORE OF INTEROPERABILITY //



grapevine  
WORLD

September, 2017  
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QUESTIONS AND ANSWERS  
TOPIC GROUP **OVERVIEW**



# WHAT IS THE GRAPEVINE INITIATIVE?



## DATA EXCHANGE

grapevine creates the prerequisites (grapevine marketplace, grapevine backbone) to facilitate global, effective, inexpensive, quick and, above all, standardized data exchange.



## ALL MARKET PLAYERS

All market players who pursue these objectives gather under grapevine. All IHE partners are contacted and invited to join the initiative.



## ALL INDUSTRIES

Standardized data exchange is not only THE future key issue in the healthcare industry. ALL economic sectors benefit from interoperable solutions as part of the digital transformation.



## WORLD-WIDE MARKET

This allows the participating companies to also access other regions / markets without further necessary development measures (interface programming).



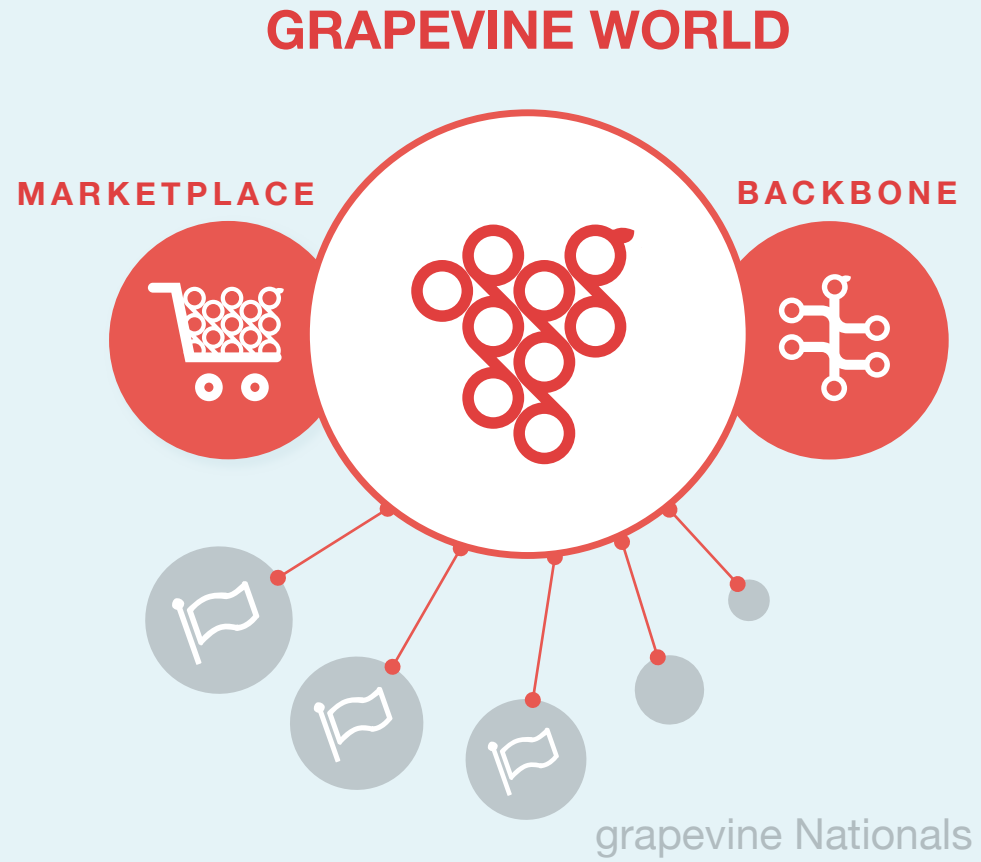
# WHAT IS THE GRAPEVINE INITIATIVE?

The grapevine Initiative is paving the way on a global basis to be able to exchange data in a standardized format. This applies to the following industries (among others):



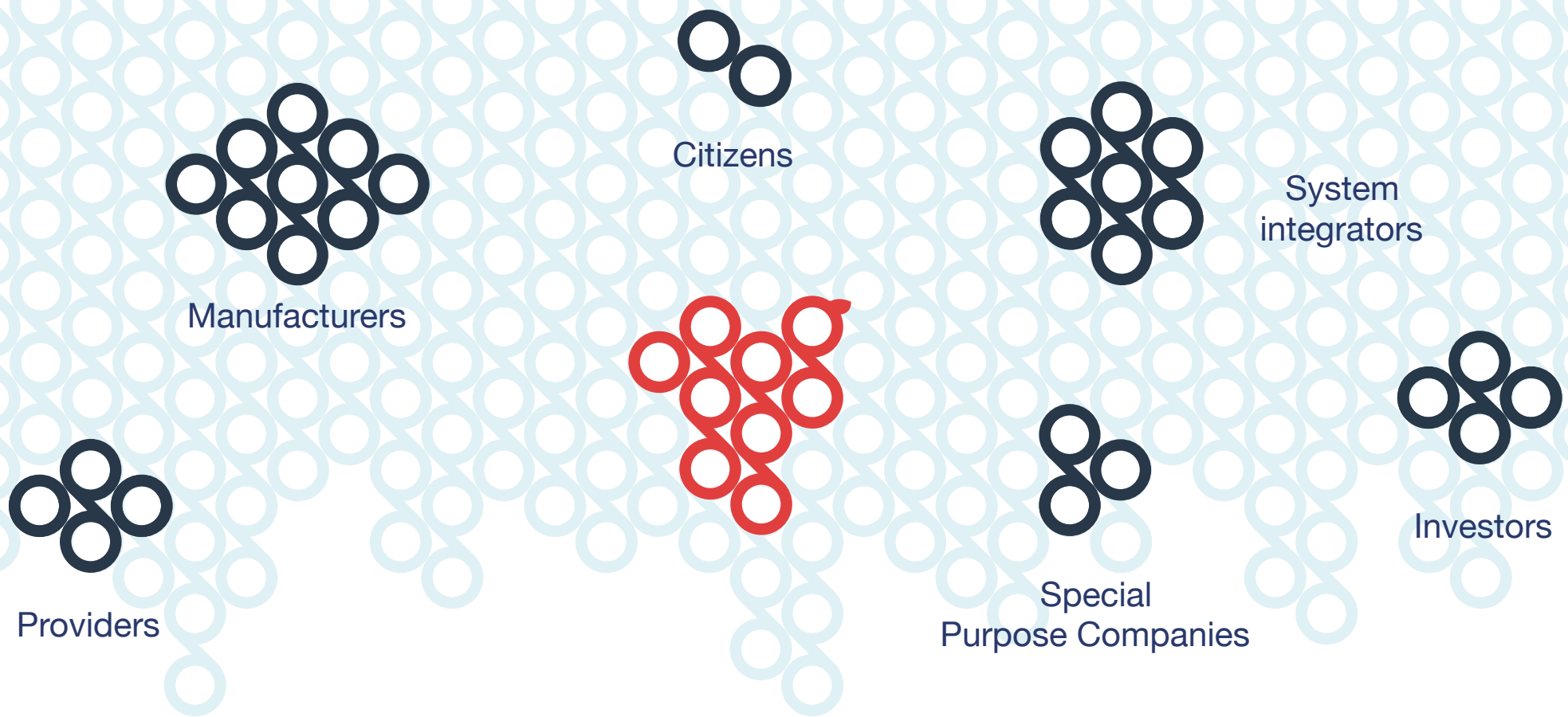
By taking part in grapevine, manufacturers have the opportunity to sell their standardized, tested IHE products globally on the grapevine marketplace.

# HOW IS **GRAPEVINE** SET UP?



grapevine World is an international holding company with the two business segments Marketplace and Backbone. grapevine World coordinates trans-regional activities such as marketing.

The national companies (grapevine Nationals) are responsible for implementing and managing standardized digitalization projects in the specific countries.

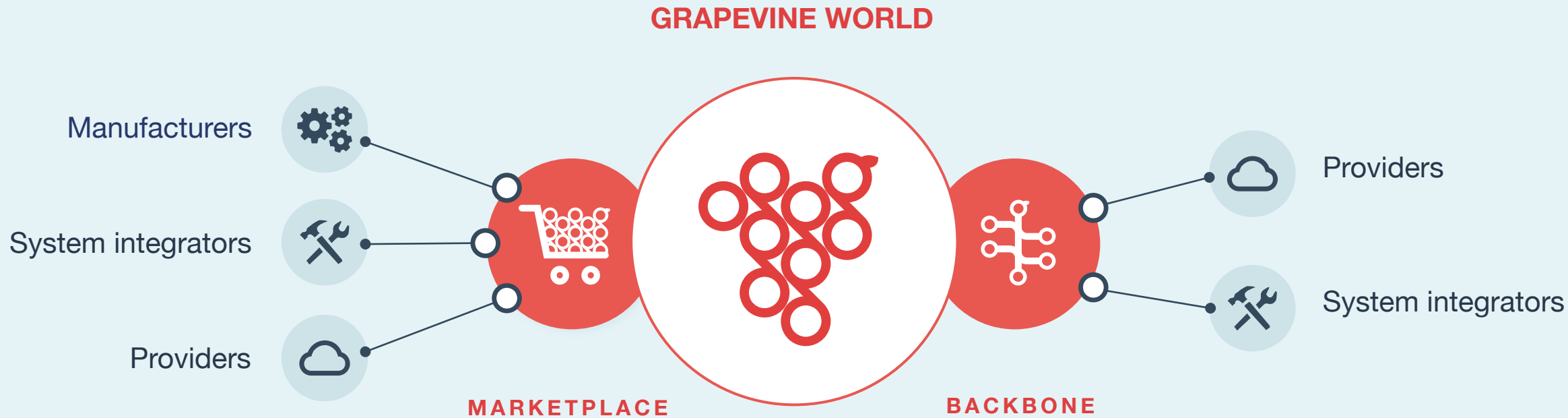


## WHO ARE THE **STAKEHOLDERS** OF GRAPEVINE?

// grapevine unites **companies and citizens** who have the objective of standardizing the exchange of data.

// grapevine **technology manufacturers**, grapevine **providers**, grapevine **system integrators**, **special purpose companies** and **investors** mutually enable global data exchange based on IHE standards.

# WHO ARE THE **STAKEHOLDERS** OF GRAPEVINE?





# WHAT ARE GRAPEVINE'S OBJECTIVES?



1

## // INTEROPERABILITY

The objective of the grapevine Initiative is to enable the increasingly important topic of interoperability in all industries by standardized data exchange, which relies on the IHE methodology, thus **replacing expensive and inefficient proprietary systems.**

2

## // OPENING UP NEW MARKETS

In addition, the grapevine marketplace offers companies **of every size of enterprise** the possibility to enter new markets.

3

## // STRENGTHENING THE IHE COMMUNITY

In addition, the IHE community is being strengthened on a global scale in order to continue to drive forward the **leading ongoing global standardization of IT.**



## WHERE DOES THE **IDEA** COME FROM?

Interoperability has gone from an important key issue for the future to a key issue for the present. **IHE** has performed excellent work as a non-profit organization since 1998 in the area of standardized data exchange in the healthcare industry and has become **established world-wide**.



In recent years, billions have been wasted for proprietary IT systems without a measurable impact.

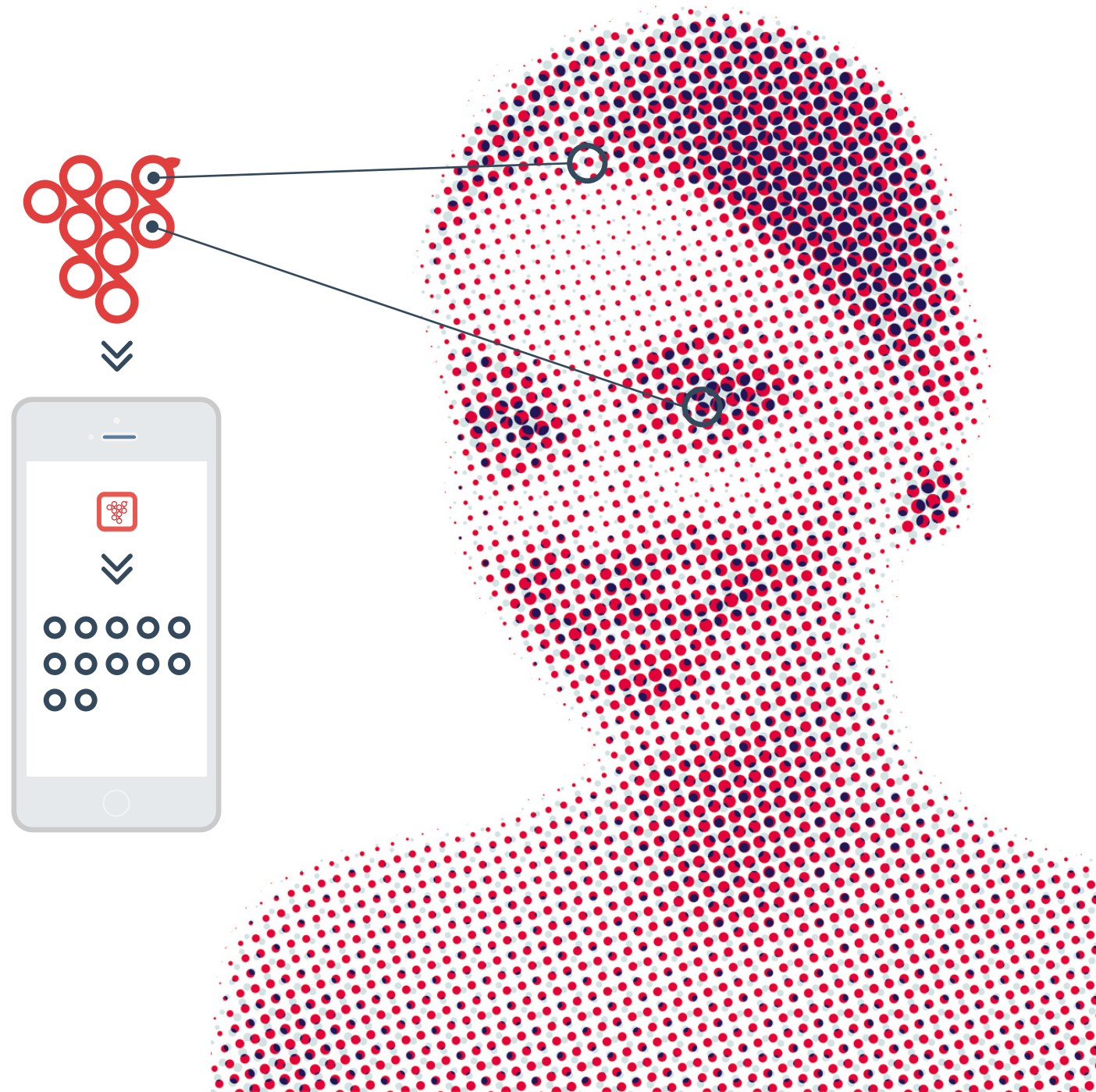
New initiatives that repeatedly come onto the scene on the issue of interoperability may also seem more modern, but never cover the entire spectrum of issues and are only able to be utilized to a limited extent.

The grapevine vision is to achieve **interoperability in all verticals** (healthcare industry, energy sector, education sector, financial and insurance industry, e-government, justice, agriculture, automotive, etc.) and make it into a **world-wide standard** with **global cooperation** of all market participants.



# HOW DO **CITIZENS** BENEFIT FROM THE INITIATIVE?

Citizens benefit from the simplification of processes and procedures and consequently receive universal access to their own personal data with complete control and autonomy (example from healthcare: digital patient files, overview and sharing of information at any time by smartphone). Interoperable solutions continue to strongly contribute to cost reductions. Thus, prices fall for end customers as well.





# HOW DO **CITIZENS** BENEFIT FROM THE INITIATIVE?

// The grapevine Initiative brings **great added value** for citizens. In the future, the public will have countless opportunities to participate in the digital revolution.

// By voluntarily providing anonymized patient data (i.e. as part of anonymized studies or drug developments), citizens have the opportunity to be able to access a **global specialist and expert network** to receive professional opinions on special diseases and to find solutions.

// In the future, citizens will also have the opportunity to control the issue of data protection substantially better. Starting in the middle of 2018, the public can determine **which data is actually used** as defined by the EU General Data Protection Regulation (GDPR). grapevine already takes the GDPR into account as well as other important directives.

// With the grapevine Initiative, the objective of **utilizing tax money in a sensible way** is also being pursued to avoid it being wasted such as by investments in proprietary systems.




# WHICH COMPANIES IS GRAPEVINE IN **COMPETITION** WITH?



grapevine is an initiative that unites standardized providers on a global scale. So, grapevine is not in competition with any company, but is clearly positioning itself against the proprietary market.

grapevine integrates all new concepts and methodologies such as IoT (Internet of Things), Industry 4.0, FHIR or Blockchain.





## **WHY DO WE NEED GRAPEVINE IF MANY VERY LARGE CORPORATE GROUPS ARE ALREADY WORKING ON THE ISSUE OF STANDARDIZATION?**

All efforts from corporate groups up to this point are based on the principle of “The winner takes it all”. At the same time, efforts have been made to define and establish only their own solutions as the standard. This has blocked and still blocks the entire market development.

In contrast, grapevine stands for a global ecosystem, which involves all market participants and serves exclusively to achieve global interoperability.

# THE GRAPEVINE **MARKETPLACE** BUSINESS MODEL

Two licensing models are available: **SaaS** (Software as a Service) and **On-Premises Software** (one-time license including maintenance)

**MANUFACTURER 70%**

For every order via grapevine National  
70 percent will go to the manufacturer.



**10% GRAPEVINE WORLD**

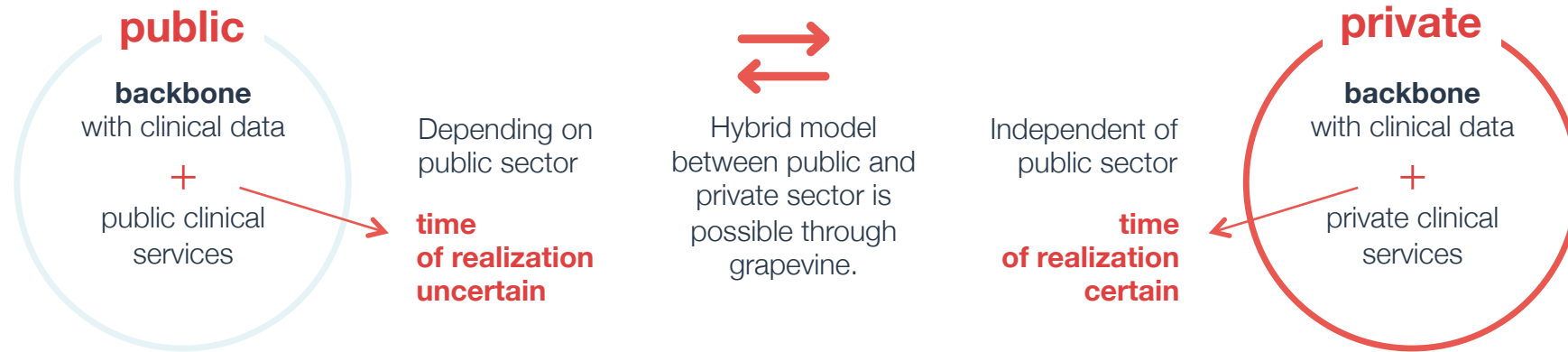
For every order via grapevine National  
10 percent will go to grapevine World.

**20% NATIONAL**

For every order via grapevine National  
20 percent will be retained by the company.



# THE GRAPEVINE **BACKBONE** BUSINESS MODEL

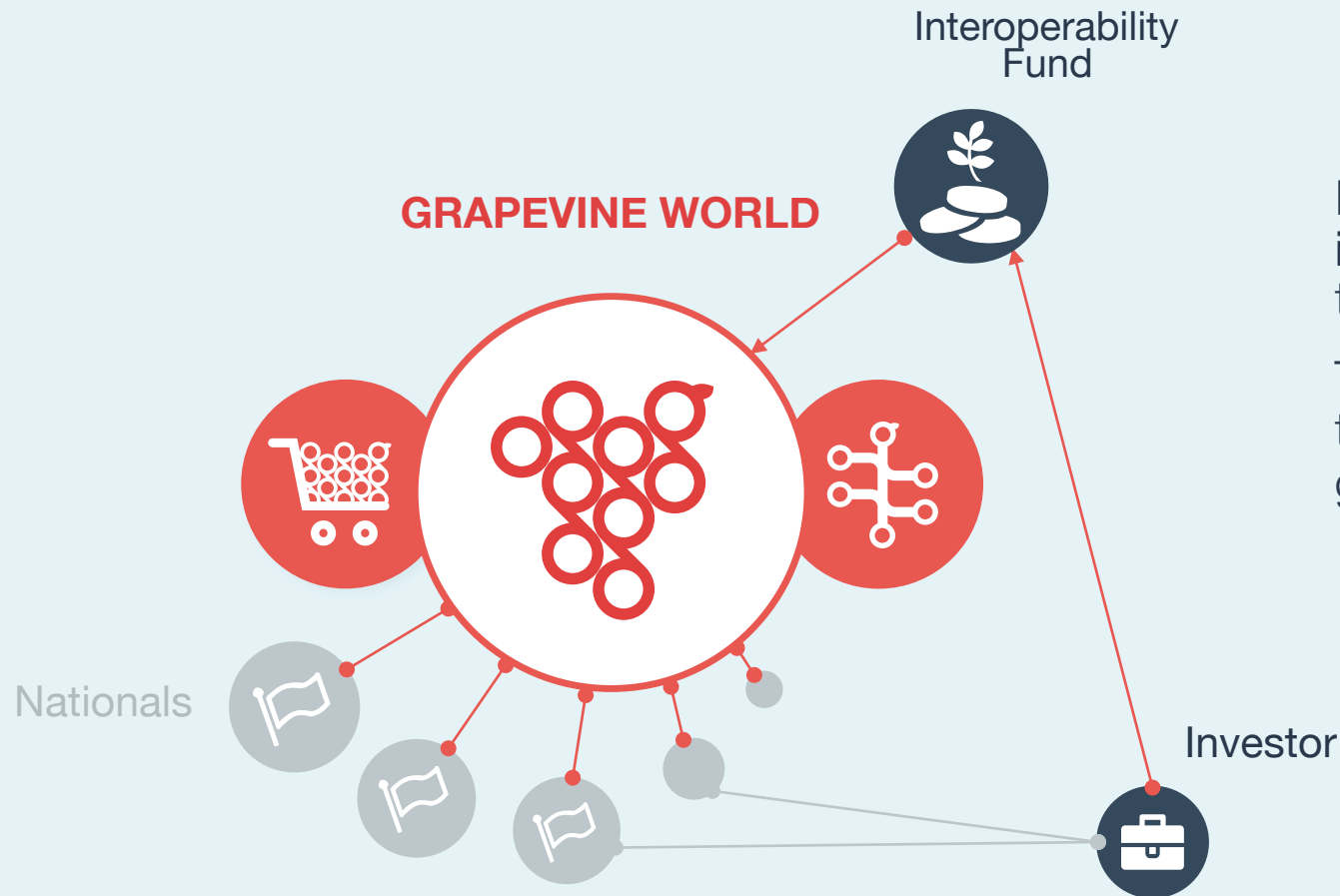


## ADVANTAGES

- // Access to a global network of experts
- // Reward for a healthy lifestyle
- // Reward for contribution to a clinical research study
- // Usage of the same methodology (IHE & grapevine) is saving **taxpayers money!**

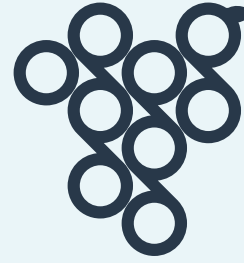


# WHAT ARE THE OWNERSHIP-STRUCTURES OF GRAPEVINE?



Investors have the opportunity to invest in the interoperability fund as well as in the individual grapevine Nationals.

This speeds up the implementation of the grapevine vision to accomplishing global interoperability.



**„WITH GRAPEVINE WE MANAGE TO GET EVERYONE  
ON BOARD FOR STANDARDIZATION AND ESTABLISH  
UNIFORM STANDARDS.“**

MARTIN TIANI.



# THE **ADVANTAGES** AT A GLANCE:

