



Health Leads

Entrepreneurial CEO for evidence-based App for Low Back pain:

“People driven healthcare transformation”

Digital health marketing-oriented CEO to introduce disruptive e-health solution.

One in five people at this very moment experience low back pain. Enter an evidence-based technology, currently in international clinical trials, AI driven, scalable solution, principles of the approach recently published in The Lancet. Launch in The Netherlands as a pilot market for international roll-out.

The ideal candidate is an entrepreneur, digital savvy, marketing oriented, aware of opportunities and challenges of the health care market, with strong international marketing focus. Can embody the solution multichannel towards users as well as healthcare professionals. Base salary with large upside in incentive scheme in company co-ownership. To be venture financed. Contact marcopieterse@healthleads.nl for more information.

Newco Company Profile

MTP: People driven healthcare transformation

Vision: Empowering people with low back pain anytime and anywhere to a more care-free and pain-free life.

Mission: We provide users with low back pain with the best possible, accessible digital solution for self-management in the world. We continuously improve the personalized recommendations by learning from the results and experiences of previous, anonymised users.

BHAG We offer the global 550 million persons with low back pain (LBP) access by 2025 to an evidence based, personalized and educational self-management system that within 6 weeks strongly reduces the pain related disability caused by LBP and the time spent with LBP by at least 20%, and reduces the chance of recurrence of LBP by at least 25%.

Newco background

Newco BV is an early stage digital health company that will introduce an innovative mobile health solution that helps people to take control over low back pain (LBP). LBP patients want to regain their normal personal and working life as quickly as possible.

This is the first scientifically Randomised Controlled Trial (RCT) tested, personalized and Artificial Intelligence supported system that makes this possible. Unlike the conventional treatment of low back pain, the system guides patients on a daily basis through a personalized program of tailored strength and relaxation exercises, leading to a swift and sustainable result in the form of decreased pain-related disability. The companies long term objective is to develop research-backed, evidence-based mobile technology for various behavior related conditions. The business model is based on payments by users and reimbursement by insurance companies.

The company will initially be launched in The Netherlands and will rapidly expand to other EU and global markets.



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Low Back Pain

LBP is a leading cause of disability in Europe and worldwide, with costs estimated to be around 0,5% of the EU GDP. Most patients seen in primary care with LBP have non-specific LBP, i.e., pain with an unknown patho-anatomical cause. Self-management in the form of physical activity and strength/stretching exercises along with patient education constitute the core components in the management of non-specific LBP. However, adherence to a self-management program is challenging for most patients without feedback and reinforcement. The consortium developed and tested a decision support system to be used by patients to facilitate, improve and reinforce self-management of LBP. The use of the solution promotes significant faster recovery.

The solution

The solution is based on the technology developed and RCT tested by an international consortium under the name selfBACK with a strong reputation in the field of movement science, musculoskeletal diseases, healthcare and artificial intelligence supported by experienced App developers and licensed exclusively to Newco BV. The system is highly scalable to global markets. Partnerships are currently in development with international health insurance companies, national health systems and large corporates. Health Leads BV is member of the selfBACK consortium and responsible for the selection of the CEO position candidate of the Newco. The CEO is supported by an international team of healthcare professionals, a venture developer and experienced App developers.

Profile of the candidate

The CEO will lead the Newco team and represent the company towards its users, health care professionals, insurers and other stakeholders. The successful candidate will have the following characteristics:

- Marketing oriented entrepreneur in digital health
- Knowledge of and experience in the complexities of the healthcare market
- Tech marketing driven
- Personal characteristics: convincing, leadership, analytic, ethical, compassionate, guts, flexible, energetic, stamina, outspoken communicator
- Experience with raising venture capital

We offer:

- The chance to lead the introduction of a high potential digital health product (backed by a solid team of leading experts) into the international (digital) health sector
- Base salary payment and an incentive scheme, including the possibility to participate in the financial success created through a direct equity related value increase scheme.
- Leading the expansion and creation of the team

We look forward to talking to you! Please send your CV and cover letter to Health Leads BV to Marcopieterse@healthleads.nl