



HealthHub

LEVELUP HEALTH & LIFE SCIENCES
ACCELERATOR · EDITION 3

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Cluj-Napoca, Romania · 2026

The operating system for connected care.

Voice-first medication, monitoring and multi-role coordination
— built for the 1.2 billion people on chronic therapy worldwide.

Where chronic care becomes operational.



01 · PROBLEM

Chronic care is broken on three axes.

Patients forget. Doctors are blind. The system pays for it.

50%

of chronic patients
non-adherent to therapy

WHO, 2023

€125B

annual EU cost of
medication non-adherence

OECD / Cutler

70%

of GPs have zero real-time
view of adherence

Eurobarometer '24

Every missed dose, undetected side effect, and lost prescription becomes a hospitalization waiting to happen.



02 · WHY NOW

Three tailwinds converge in 2026.

Market, technology, and regulation — aligned for the first time.

DEMOGRAPHIC

Aging Europe, exhausted GPs

Romania added 380k chronic patients in 2024. Family doctors are at 2.1× EU average caseload. Manual follow-up has run out of runway.

TECHNICAL

Voice + LLMs cross the line

Real-time voice agents are now accurate, cheap, and multilingual. Elderly patients can talk to software — no app required. Cost per intake reminder fell 60× in 18 months.

REGULATORY

EU pays for digital adherence

EU4Health, EHDS (live 2025–2027) and national tele-monitoring codes create reimbursable workflows for the first time. Pharmacies explicitly named as digital touchpoints.

Every healthcare giant is buying — none has built the patient-facing layer for the elderly.



03 · SOLUTION

One platform. Four roles.

Voice as the front door.

HealthHub closes the loop between prescription, intake, and follow-up — automatically.

Rx

Medication orchestration

QR or prescription → structured plan. Voice reminders, intake confirmation, refill alerts, drug-interaction checks.

+

Clinical monitoring

BP, glucose, pulse, weight, symptoms — linked to treatment context. Abnormal values escalate automatically.

↔

Connected care network

Role-based access for doctor, pharmacy, caregiver, trial. Real-time messaging. Single source of truth.

★

AI care copilot

Summarizes patient state for the doctor in 10 seconds. Drafts follow-ups. Flags risk. Always supervised.



04 · HOW IT WORKS

From prescription to escalation in four steps.

Designed for patients who cannot — or will not — open an app.



OUTCOME — care shifts from reactive 6-month follow-up to continuous, supervised coordination.

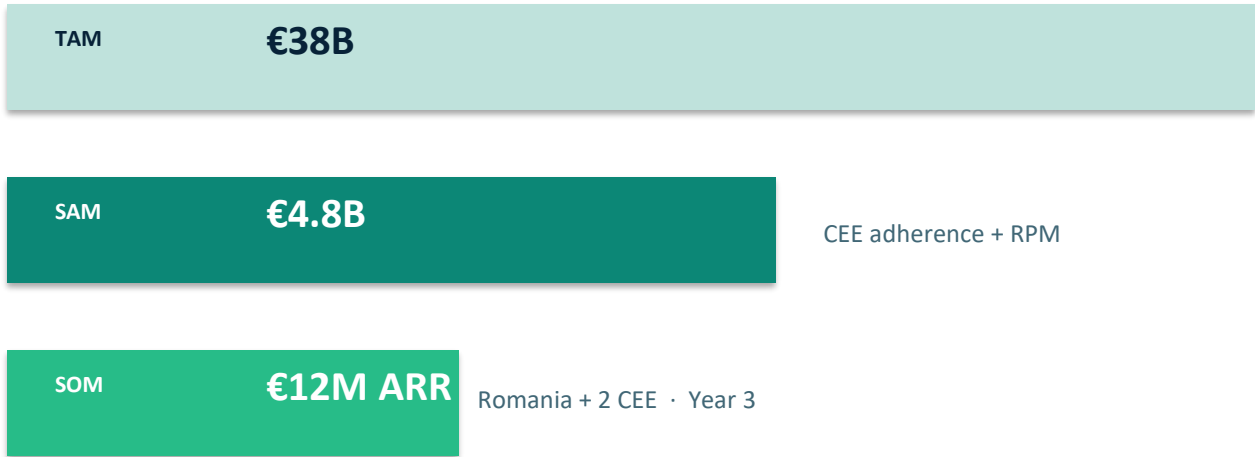


05 · MARKET

A €4.8B European wedge, opened from Romania.

Start where we have unfair access. Scale where the budgets already exist.

Market sizing



Bottom-up — Romania alone	
Family doctors in Romania	11,000
Realistic 5-year penetration (15%)	1,650
Avg. active chronic patients / doc	450
Active patients on platform	740,000
Blended ARPU (doctor + pharmacy)	€18 / yr
Romania-only revenue potential	€13.3M



06 · BUSINESS MODEL

Free for patients.

Paid by everyone who profits from them staying healthy.

PATIENTS	DOCTORS	PHARMACIES
<h1>FREE</h1> <p><i>always</i></p> <hr/> <ul style="list-style-type: none">→ Zero acquisition friction→ Drives adoption density→ Generates the data flywheel	<h1>€1</h1> <p><i>/ patient / year — validation tier</i></p> <hr/> <ul style="list-style-type: none">→ Frictionless onboarding price→ Locks in workflow→ Proves adherence outcomes	<h1>€12</h1> <p><i>/ patient / year — scaling engine</i></p> <hr/> <ul style="list-style-type: none">→ Tied to refill continuity→ Direct revenue upside→ Recovers in 1.4 months

BLENDED ARPU

€18

CAC

€2.20

GROSS MARGIN

78%

PAYBACK

1.4 mo



Early validation confirms the problem is real.

We spoke to doctors and pharmacies before writing a line of code.

10

Family doctors interviewed

Structured interviews · Romania
Chronic & polymedicated focus

"Adherence and post-consultation visibility are my top two unresolved pain points."

1

Pharmacy chain engaged

Active pilot discussions · Q3 2026

Refill continuity and patient retention confirmed as primary commercial interest.

July 2026

Market research campaign

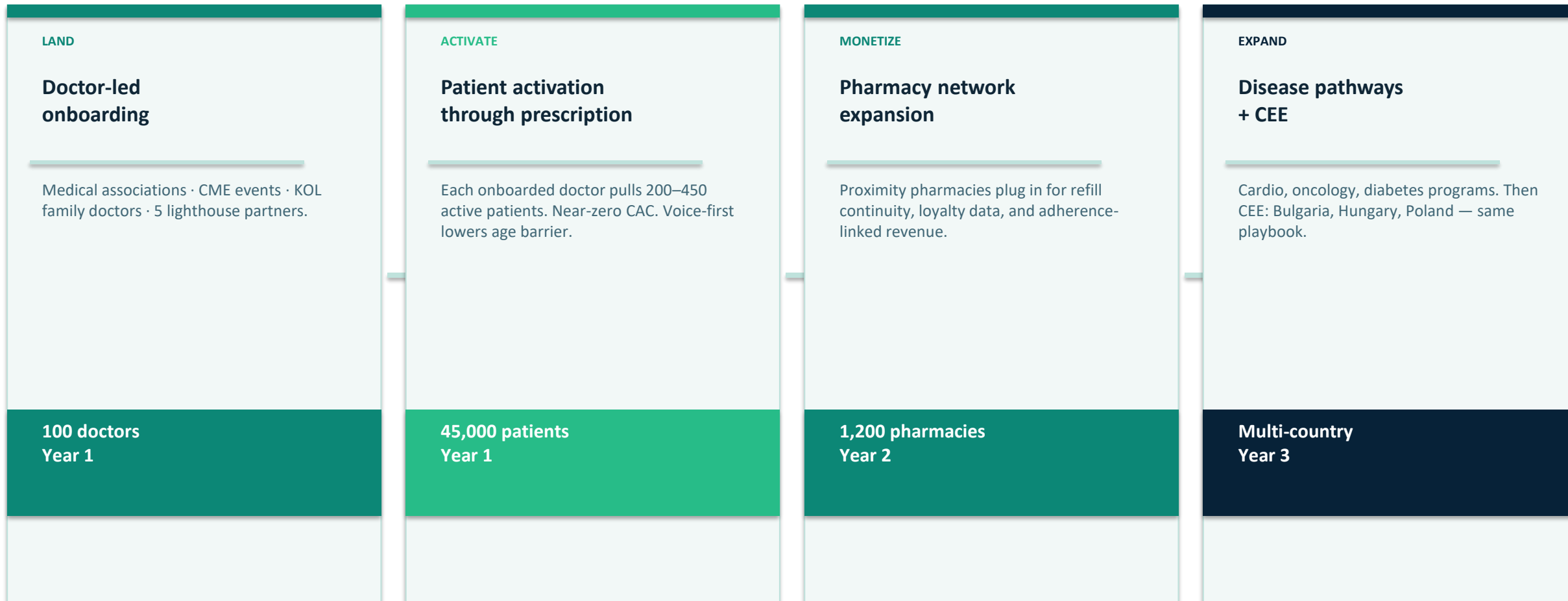
Partnership with professional market research organization

Structured validation with 100+ doctors and pharmacy networks.



Land. Activate. Monetize. Expand.

Four motions — each one lowers CAC for the next. Doctors land patients; pharmacies pay the bill.

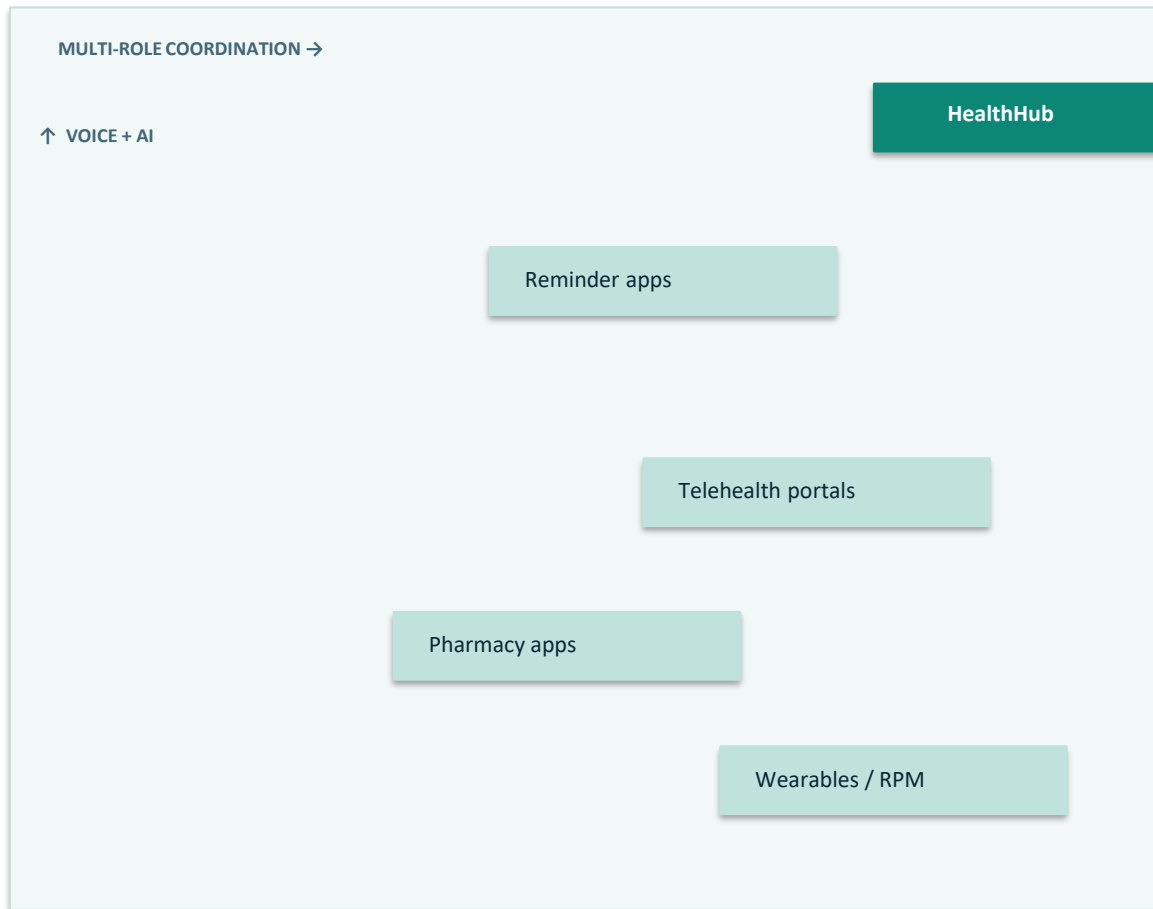




09 · COMPETITION

Nobody owns the full loop.

Reminder apps, telehealth portals, and pharmacy tools each see one slice. We see all four.



What only HealthHub does

- ✓ Voice-first intake confirmation — no app required
- ✓ Doctor-pharmacy-caregiver coordination in one workflow
- ✓ Drug-interaction + adverse-event checks linked to live treatment
- ✓ Measurements and documents tied to medication context
- ✓ AI copilot that summarizes patient state in under 10 seconds
- ✓ Built for elderly and polymedicated patients first



From concept to clinical scale in 12 months.

MVP shipped. Pilot partners lined up. The next four quarters are about scale, not science.

✓ DONE

→ NOW

○ NEXT



DONE

Concept · MVP

Problem validated, product vision, MVP in build.

Q2 '26

LevelUP

Acceleration · mentorship · network.

Q3 '26

First pilots

10–20 family doctors · 1 pharmacy chain.

Q4 '26

Voice + AI live

Voice agent, AI copilot, supervised escalation.

Q1 '27

Commercial scale

100 doctors · 45k patients · 1st pharmacy chain.

Q3 '27

CEE expansion

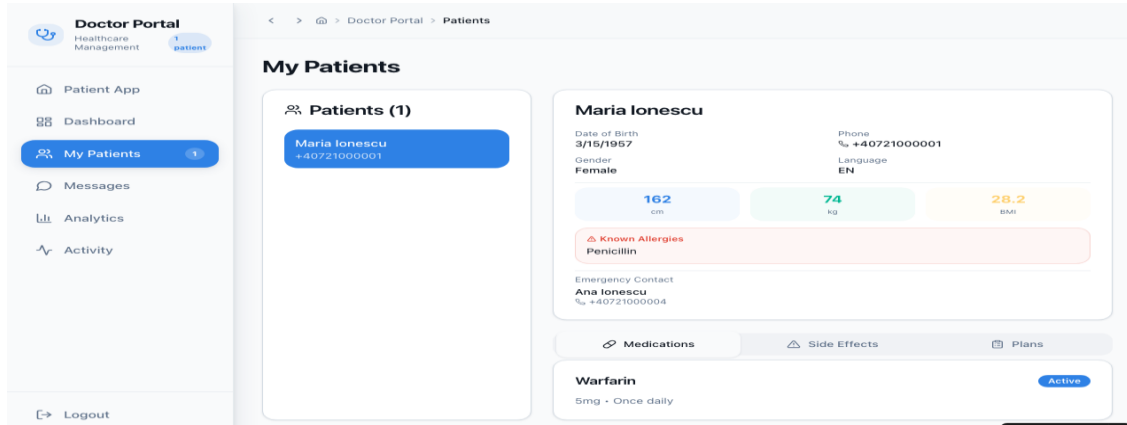
Bulgaria · Hungary entry. Seed → Series A.



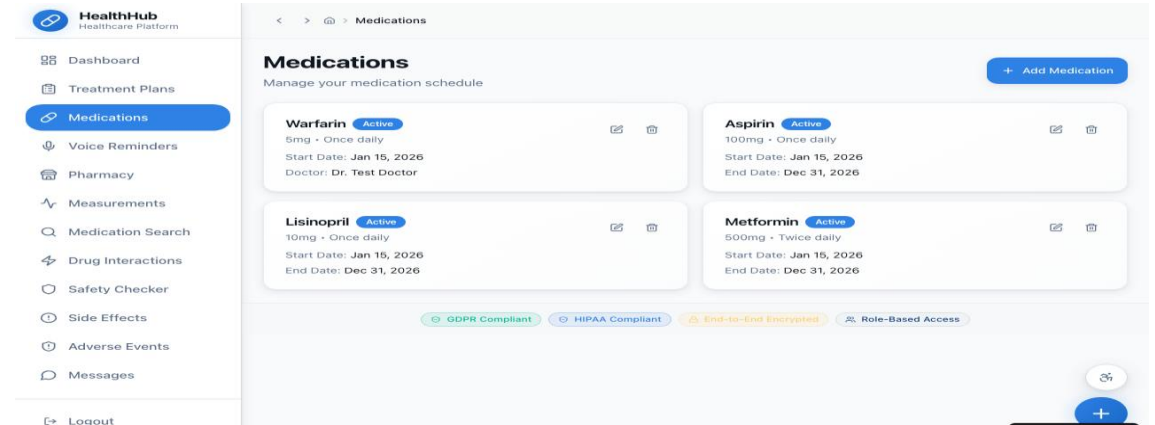
11 · PRODUCT

Built. Live. Working.

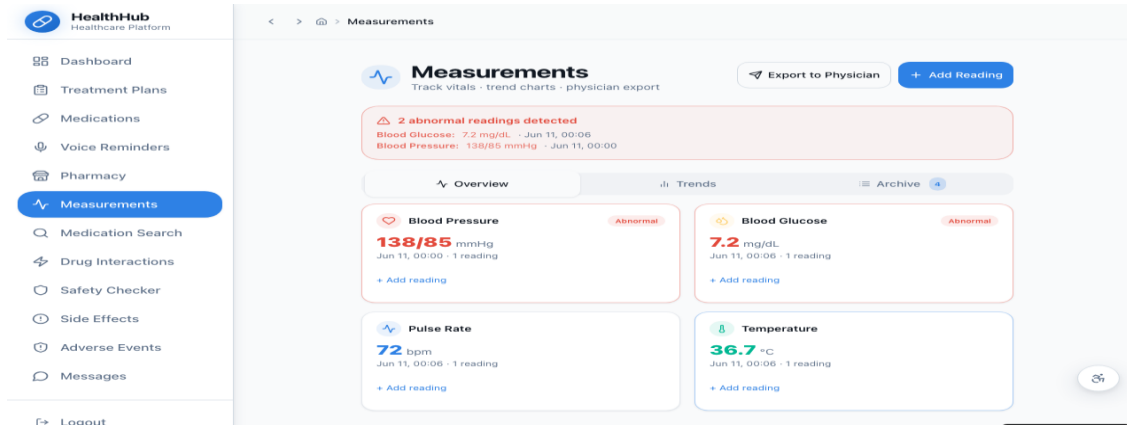
smart-drug-ai.lovable.app — live prototype, all 4 roles functional



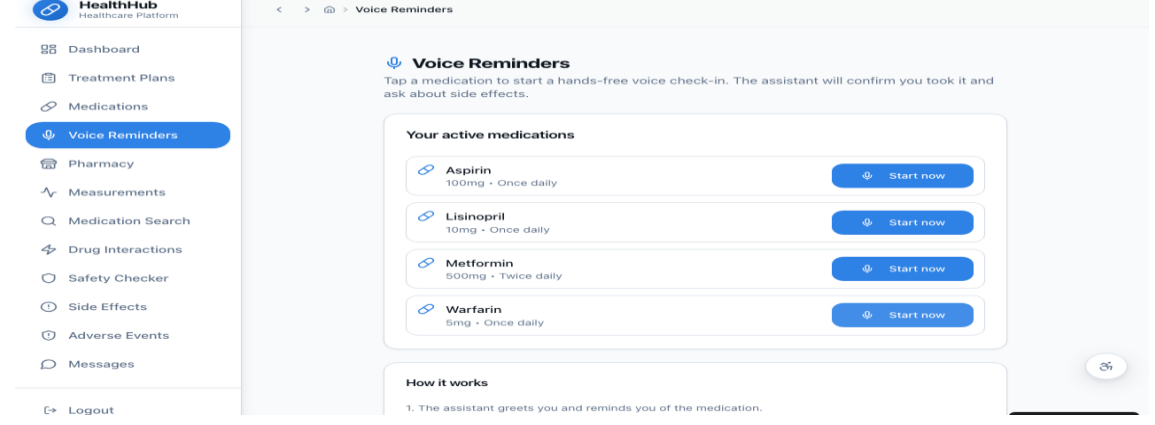
Doctor Portal Patient adherence · real data



Patient App Active medications · 4 roles



Measurements Abnormal alert detection · live



Voice Reminders Hands-free check-in · all medications



12 · PRODUCT

Four roles. One platform. *Connected care — visible from every angle.*

Doctor Portal
Healthcare Management

Patient Analytics
Adherence, missed doses, AE risk across your patients

All patients | 14 days

AVG ADHERENCE: 0% (0% trend)
MISSED DOSES: 0 (Last 14 days)
RISK ALERTS: 0 (Severe / critical events)
ACTIVE PATIENTS: 1 (Assigned to you)

Adherence Rate
Daily % of scheduled doses taken

Missed Dose Frequency
Number of missed doses per day

Active Medications per Patient | Adverse Event Breakdown

Doctor Portal — Patient Analytics *Adherence · missed doses · AE risk · real data*

HealthHub
Healthcare Platform

Pharmacy
Manage your pharmacy, prescriptions & orders

Locator | Prescriptions | Orders | Reminders | Message

Interactive Map
Map integration would show nearby pharmacies
Placeholder — GPS-ready

- MedPlus Pharmacy**
14 Rue de la Paix, Paris
+33 1 42 00 01 02
0.3 km | 4.8 | Open | Set Preferred
- CityHealth Drugs**
7 Boulevard Voltaire, Paris
+33 1 55 12 34 56
0.8 km | 4.5 | Open | Set Preferred
- PharmaCare 24h**
22 Avenue Montaigne, Paris
+33 1 47 23 89 30 | Open
- Vie & Santé**
5 Rue du Faubourg, Paris
+33 1 43 67 45 23 | Close

Logout

Pharmacy Network *Check availability · Pre-order · Set preferred*

HealthHub
Healthcare Platform

Dashboard

Thursday, June 11
Hello, Test!
Stay on track with your health today.

Today's Medications [View all >](#)
Dose notifications blocked — enable them in browser settings.
No active medications.
[Add Medication](#)

Next Appointment [Schedule >](#)
No upcoming appointments.

Emergency Contact (Caregiver) *Multi-role coordination · missed dose visibility*

HealthHub
Healthcare Platform

AI Assistant
Get help with medication compliance and adherence

Hello! I'm your AI medication compliance assistant. I can help you stay on track with your medications, answer questions about your treatment, and provide reminders. How can I assist you today?

Ask about medications... [Send](#)

AI Care Copilot *Medication compliance assistant · always supervised*



13 · TEAM

Pharma, medicine, and platform.

The three disciplines you cannot fake in healthcare.

Bianca Vlăduțiu

Co-founder · Pharma & Patient Support

Medication workflows, therapy logic, patient support programs, and ecosystem partnerships.

Dr. Ioan Roman

Co-founder · Clinical Supervision

Care pathways, safety boundaries, physician requirements. Practicing family medicine physician.

Ovidiu Moldovan

Co-founder · Product & Technology

Platform architecture, AI roadmap, and scale-up execution. Engineering organizations at scale.

Clinical authority · Regulatory fluency · Engineering velocity



What we need from LevelUP.

We don't need money to start. We need the right people, partners, and proof points.



Mentorship

Operators who have scaled healthcare products in the EU. Product-market fit, partnerships, and pricing strategy.



Clinical pilots

Access to family doctor networks and pharmacy chains willing to run a 12-24-week pilot in Q3 2026.



Network

Intros to Fortech Ventures, Transylvania Angels, and EU health-tech VCs ahead of our seed rounds.

WE ARE RAISING IN TWO PHASES

PHASE 1 · NOW

€200,000

MVP Finalization & First Pilots

Free app · 10–20 family doctors · 6 months

Infrastructure · cloud · development · AI credits

Collect feedback · validate €1/patient/yr WTP



PHASE 2 · NEXT

€800K – €1M

Scale · Voice AI · Commercial Launch

Q1 2027 · Commercial scale

Legal compliance: GDPR DPIA · MDR · data residency

Regulatory budget for Romania + EU



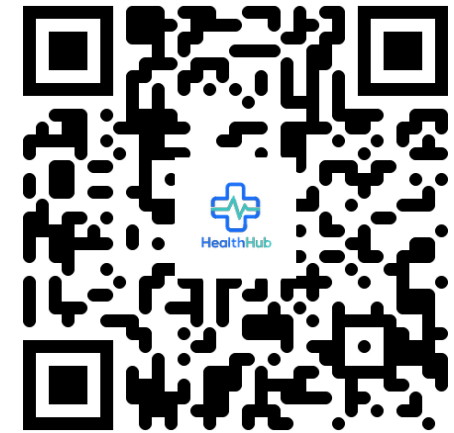
HEALTHHUB IS WHERE

Connected care becomes operational.

*Voice-first. Specialist-supervised. Built where it's needed most —
and ready to scale where the money already lives.*

Let's build it together.

Bianca Vlăduțiu · Dr. Ioan Roman · Ovidiu Moldovan



Scan to try the live app

smart-drug-ai.lovable.app