



Digital Health and Innovation Cluster Bulgaria



GENERAL ASSEMBLY



LOADING . . .



Building the digital health & innovation community



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Дневен ред

1.Откриване на заседанието

2.Разглеждане и приемане на оперативни документи на Сдружението:

- Представяне и гласуване на Доклад и отчет за дейността на Сдружението за 2024 г.
- Приемане на ГФО за 2024 г.
- Представяне и гласуване на прогнозен бюджет 2025 г.
- Информация за кредитиране на организацията във връзка с изпълнение на европроектите.

1.Промяна на адреса на регистрация на Сдружението

2.Вземане на решение за изменение и допълнение на Устава на Сдружението

3.Представяне на стратегия 2025 година – обсъждане

4.Обсъждане на статус и развитие на проект DHI Member area

5.Q&A

6.Networking



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51 (↑11)
members

11 (+3)
partners

7 (+2) honorary
members

5 (+1) team
members

800+ F2F
meetings

5 networking
events

20+ direct
matchmakings

9,500 LinkedIn
followers

4 EU consortia

2 members'
surveys

2 knowledge
building events

2 general
assemblies

The Community Stream of the DHI Cluster is dedicated to **fostering an expert and dynamic community** by establishing **a vital platform for effective collaboration** among all stakeholders involved in advancing **efficient health systems**. A significant milestone in this community-building process was the election of the **NEW BOARD** in June 2024, which has since been instrumental in shaping our **NEW STRATEGY**. This strategy integrates lessons learned from the past with the fresh perspectives and vision of the new Board members.

We attracted **11 new members, 3 new partners & 2 new** digital health experts as **honorary members** to our community.

The Community Building as a strategic stream continued to be of high priority and we held more than **3 DHI PUBs, 5 knowledge building events** and a number of **meetings and direct matchmaking**.



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DHI Cluster has more than 20 trusted strategic partnerships within 15 EU countries



IRHIS



Transform healthcare through EU PROJECTS

EU Consortium for pioneering integrated care from prevention to rehabilitation

| DIGI4Care

Innovation in remote care through AI solutions and IoTs **| IRHIS**

EU Consortia under COST Action for research projects - data governance, online patient record access in line with the EHDS

EU Consortium for robust big imaging cancer data **| CHAINS**



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3 strategic goals

4 strategic meetings with IS

1 screening program

4 statements on NHIS

3 Government consultancy Boards

2 Memorandum of Understanding

1 Telemedicine project

6 meetings on prevention policy

10 Government & Parliament meetings

3 participation in policy events

1 open letter with NGO sector for DP

5 official letters & correspondence

In 2024, the Policy Stream was characterized by **the active participation** of DHI Cluster in the preparation of a number of **official statements and letters** on ongoing strategic projects, proposals for legislative changes and draft laws of the Ministry of Health, including a statement on the **National Health Strategy 2030**, the Terms of Reference for the development and implementation of the **National Digital Platform for Medical Diagnostics** statements and letter of intent to participate in the working group at the Ministry of Health for the development of regulations to the **Law for the implementation and supplementation of the Health Act** concerning the provision of remote active treatment, rehabilitation and preventive activities, statement on the **Amendments to the Telemedicine Act**.



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5 years

3 universities

2 courses

25+ lectures

20+ companies

850+ students

Our commitment to fostering a **strong digital health culture** and raising awareness about the benefits of digitalization in healthcare drives us to actively collaborate with academia and bring innovative projects to life.

DHI Cluster, in collaboration with **MU-Sofia** is implementing the first free elective course for 6th consecutive year, with focus on **digitalization, entrepreneurship and innovation**. The course created a network of over 850 curious medical students and engaged over 25 speakers from our community. In 2024, **150** students enrolled in the course.

Moreover, we've maintained our ongoing collaboration with **MU - Plovdiv** and **MU - Pleven** in the digital healthcare sector, advancing digital transformation within the universities. Through numerous discussions on **data sharing, digital transformation, AI and health-tech solutions for precision medicine** in the digital age, we have strengthened the partnership between **academia and industry**.



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9300+ Followers

260000+ Impressions

**7+ Community Update
email campaigns**

**12+ DHI Cluster Articles
and Interviews**

**20+ National and
International Events**

**15+ Radio and digital
platforms activities**

CODE **HEALTH**

DHI TOLJK

DHI PUB*

*People United for
Business

**COMMUNITY
GROWTH
EVENTS**

**ACTIVE
PATIENTS
PLATFORM**

5 MINUTES
FOR HEALTH





2. Разглеждане и приемане на оперативни документи на Сдружението:

- Приемане на ГФО за 2024 г.

ПАРИЧЕН ПОТОК			
Салдо към 1 януари 2024 г.			34 190,47
Дата	Приходи	Разходи	Баланс
Януари 2024	45,136.00	10,912.42	68,414.05
Февруари 2024	40,037.00	42,911.50	65,539.55
Март 2024	38,940.00	15,310.67	89,168.88
Април 2024	17,500.00	14,425.92	92,242.96
Май 2024	25,667.00	13,034.97	104,874.99
Юни 2024	4,100.00	22,916.99	86,058.00
Юли 2024	19,900.00	14,321.82	91,636.18
Август 2024	6,500.00	10,577.47	87,558.71
Септември 2024	22,613.48	20,891.99	89,280.20
Октомври 2024	7,933.75	17,413.91	79,800.04
Ноември 2024	21,755.90	29,594.29	71,961.65
Декември 2024	29,686.14	42,463.12	59,184.67
TOTAL	279,769	254,775	
ОСТАТЪК			59,184.67



DHI Cluster FINANCIAL DYNAMICS 2019-2027

	2019	2020	2021	2022	2023	2024	2025	2026	2027	TOTAL
Membership	51,000	74,500	88,500	102,000	126,000	141,668	168,525	185,378	203,915	1,141,486
EU Projects						334,664	148,969	279,350	103,766	866,749
Events	26,500	2,000		5,000						33,500
BG Projects			43,000	22,000	94,544	59,482				219,026
UN!course				7,823	7,823	7,823	xxx	xxx	xxx	23,469
DHI Platform							xxx	xxx	xxx	xxx
INCOME	77,500	76,500	131,500	136,823	228,367	543,637	317,494	464,728	307,681	2,284,230
EU Personnel						3,500	69,684	69,684	69,684	212,552
Personnel	48,670	33,310	65,160	99,760	143,517	169,031	281,810	291,596	306,175	1,439,029
Operational	5,851	6,762	7,447	12,334	23,783	51,566	62,000	65,100	68,355	303,198
Events	13,000									13,000
Projects			43,000	24,300	78,100	49,631	131,395	27,342		353,768
EXPENSES	67,521	40,072	115,607	136,394	245,400	273,728	544,889	453,722	444,214	2,321,547
BALANCE	9,979	46,407	62,300	62,729	45,696	315,605	88,210	99,216	-37,317	-37,317
Headcount	1.0	1.2	1.5	1.5	2.3	3.3	4.8			



2. Разглеждане и приемане на оперативни документи на Сдружението:

- Приемане на прогнозен бюджет за 2025 г.

DHI CLUSTER ESTAMETE BUDGET 2025

Income	Budget 2025	Due
CARRY OVER	50,000	50,000
MEMBERSHIP FEE (49 companies, 4 NGO not paying, - 10% not payed)	147,000	147,000
Member area balance	4,895	
DIGI4Care P2	26,000	
DIGI4Care P3	42,000	
IRHIS	76,000	
TOTAL	345,895	345,895

Expenses	Budget 2025	Balance
REMUNERATION EXPENSES - 10% increase	270,000	270,000
Subscriptions (platforms, website, etc.)	1,500	
Business Trips	4,000	4,000
Office rent	10,000	10,000
Admin support (hosting, website, MS)	5,000	
Office supplies, Stationary, Courier	5,000	5,000
Office equipment & maintenance	2,000	2,000
Legal services	4,000	4,000
Representative expences (ED)	2,000	2,000
Membership in organizations (e.g. ESCA)	2,200	2,200
Communications & Events	12,000	12,000
Car expences	7,000	7,000
ACCOUNTING	6,000	6,000
SOCIAL AND HEALTH INSURANCE	3,000	3,000
Performance Objective Bonus (up to 10%)	20,000	20,000
Edication/Training	3,000	3,000
RESERVES	12,000	12,000
TOTAL	368,700	-22,805



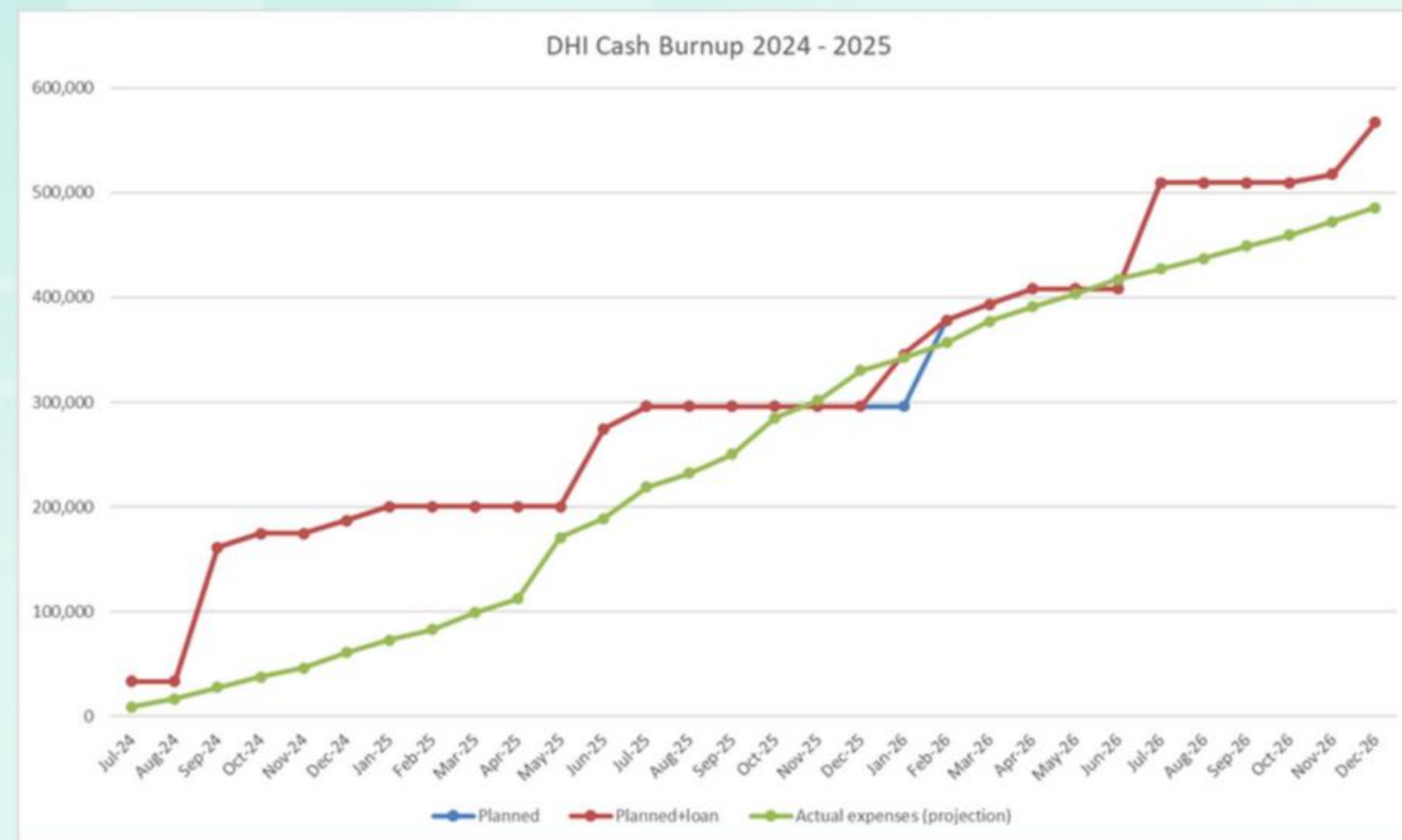
Дневен ред

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гр. София, ул. “Околовръстен път” №251 Е

Ринг Тауър, ет.





Дневен ред

6. Обсъждане на статус и развитие на проект DHI Member area



DHI Click: The Digital Health and Innovation Platform

-  Trusted Partnerships
-  Domain Expertise Access
-  Community Growth
-  Healthcare Innovation

[Become a member](#)



Дневен ред

5. Представяне на стратегия за
2025 година – обсъждане



STRATEGIC VISION 2025



LOADING . . .



Building the digital health & innovation community

HOW DO WE DO IT?

We **SUPPORT** the development of healthcare solutions. We **CONNECT** partners and key stakeholders. We **EDUCATE** for digital health and innovation. We **COMMUNICATE** with society and within the community.

We **CHANGE** healthcare environment.

WHAT DO WE DELIVER?



AUTHORITY



INFLUENCE





EXPERTISE






WHAT DO WE OFFER?



 **NETWORK** 

 **ADVOCACY** 

 **BUSINESS** 

 **VISIBILITY** 

 **EVENTS** 

 **KNOWLEDGE** 

WHAT DO WE VALUE?



Build TRUST



Develop CONNECTIONS



Share ESPERTISE



Make IMPACT



Lead CHANGE

STRATEGIC GOALS

WHAT DO WE NEED?

I. Build our **DHI COMMUNITY**

II. Shape national **DHI POLICY**

III. Support **DHI EDUCATION**

IV. Execute **EU PROJECTS**

- Engage the **COMMUNITY** and be **PROACTIVE**
- Ensure DHI **SUSTAINABILITY** and **GROWTH**

MORE DETAILS...

I. Build our **DHI COMMUNITY**

- New **partnerships** and **members**
- **SME agency** partnership for events
- **Screening** campaigns
- HCPs engagement
- Internal/external events

II. Shape national **DHI POLICY**

- **Building strategic partnership with MoH** - advocacy activities
- **Support MoH** on EU & partner initiatives
- **Access & reimbursement**
- **Foster the positioning of DHI** among institutions (MoH, RHI, Parliament commission, etc)

III. Support **DHI EDUCATION**

- DHI university **UN!course**
- **Support for MUs** for EU & national projects and **spin-offs**
- Startups in healthcare (e.g. Beyond)

IV. Execute **EU PROJECTS**

- **DIGI4CARE**
- **IRHIS**
- **CHAINS**
- Others relevant **EU initiatives**



Дневен ред

Q&A | NETWORKING



DHI COMMUNITY UPDATE

The official newsletter of DHI Cluster

DHI CLUSTER'S
NEW LOOKS!



DHI CLUSTER'S
NEW WEBSITE!



WE ENTER A NEW ERA WITH
DHI CLUSTER'S NEW PLATFORM!

Our brand new collaborative digital platform is about to launch! This platform aims to serve as a central hub for showcasing services, sharing knowledge, fostering collaborations, and facilitating community engagement among professionals and organizations committed to advancing healthcare through digital innovation.

www.dhcluster.bg

JAN
FEB
2025

ISSUE
SEVENTEEN

in 9600+
digital health
transformers!

Follow us on LinkedIn

CONTENT

New DHI Platform

New DHI Website

EU Projects

UNICourse

UK Delegation

Swedish Healthtech

Internal Events

What's Next

DHI TOOLKIT



DHI COMMUNITY UPDATE

The official newsletter of DHI Cluster

DHI CLUSTER'S
NEW LOOKS & WEBSITE



Exciting News: The Rebranded DHI Cluster Website is Live!



The new website features enhanced functionality and accessibility, and a more user-friendly experience, all aimed at making it easier for you to connect, explore, and engage with our community.

Thank you to everyone who has reached out with kind words and support – we couldn't have done this without the incredible community around us. Your encouragement means the world! Here's to new beginnings and even more opportunities for collaboration and growth!

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MAR
APR
2025

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Partner Events

What's Next

International Events



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CEE - UK
BUILDING BRIDGES 2025

The CEE-UK Building Bridges 2025 program is a strategic initiative designed to support Central and Eastern European (CEE) healthcare companies in expanding their business operations, partnerships, and market reach in the United Kingdom. By facilitating direct engagement with key players in the UK life sciences sector, the program offers a unique opportunity to gain practical knowledge, establish high-value business connections, and explore funding and investment prospects.

STUDY VISIT



PROGRAM FINISH

In May and the beginning of June we had a series of 4 webinars on the topics of:

- How to introduce value to the NHS through digital solutions and AI by Dr. Michael Watts MBChB MBA BSc,
- Funding and R&D opportunities by Dr. Philip Carvil, Ph.D.,
- NHS Procurement from a clinician's point of view by Dr. Andrew Stradling & An Introduction on the Health Innovation Network by Dr. Sean Clarkson
- Practical Insights on Setting in the UK by Karolina Staniak.

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MAY
JUNE
2025

ISSUE
NINETEEN

in 9700+
digital health
transformers!

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CONTENT

Building Bridges 2025

EXPO 2025 Osaka

Community Growth

DHI Toolkit

EU Projects

Tomorrow Redefined

Innovation & Tech Awards

Beyond Pre-Accelerator

12th Pharma Forum

DHI's Initiatives

International Events

COMMUNITY GROWTH EVENTS



DHI COMMUNITY UPDATE

The official newsletter of DHI Cluster

DHI PUB*
*PEOPLE UNITED FOR BUSINESS



In the cozy setting of BAR GATTO, we gathered once again for our regular DHI PUB* - a signature networking format inspired by the idea that some of the best partnerships are born over casual conversations in a relaxed setting. Here at DHI Cluster we know how to do it right!

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JULY
AUG
2025

ISSUE
TWENTY

in 9900+
digital health
transformers!

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CONTENT

DHI PUB*

EXPO 2025 Osaka

Building Bridges 2025

Official Statement

Member Survey

5 Minutes For Health

Memorandum Of Understanding

IRHIS

DiGi4Care

International Events





Marketing Strategy



Pillars

1

Brand Awareness

- **#DHIInsider:** telling the story of DHI Cluster
- **What is Telemedicine?:** educational content for the Bulgarian audience
- **Thought Leadership**

2

Members' Stories

- Showcase your innovations, products, and success stories
- Highlight your achievements and contributions

3

Projects

- Promote flagship initiatives (*DIGI4Care, IRHIS, 5 Minutes for Health, UN!Course*)
- Communicate progress, impact, and results from each project

4

Missions

- Share outcomes from international missions and delegation
- Highlight opportunities created through these partnerships



Let's start with...

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Brand Awareness

1

#DHIInsider

Sharing the story of the Cluster: how it started, what we do, and the companies that are part of it.

Educational Content

Explaining what is digital health and what is telemedicine in simple, approachable language for the Bulgarian audience. Helping people understand why this movement matters.

Thought Leadership

Using the voices of our community leaders to share insights and perspectives from the digital health industry.



Next one...

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Members' Stories

2

Company Introductions

Website interviews where we present who you are, what your company does, and what products and solutions you bring to the market.
+ Together with LinkedIn and Facebook introduction posts.

Success Stories

Sharing your achievements, milestones, and impact in the digital health ecosystem.

Showcasing Your Solutions

Highlighting your innovations and how they solve real problems in healthcare.



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Projects

3

Initiating Projects

We kickstart and lead flagship initiatives in digital health.

Visibility & Communication

PR and marketing coverage across social media and traditional media - press, radio, TV and others.

Promotion to Key Audiences

Positioning projects in front of investors, clinicians, healthcare institutions, and patients.

Sharing the Impact

Communicating project results and outcomes widely to build trust and recognition.



Last, but not least...

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Missions

4

Collaboration with BSMEPA

Working together to organize and support Bulgarian participation in international events.

Showcasing Bulgarian Presence

Covering our national representation at global missions and delegations.

Highlighting Members' Achievements

Communicating what your companies achieve abroad - new contacts, partnerships, and business opportunities.

Following the Outcomes

Sharing what happens after the missions: collaborations started, deals in progress, and long-term impact.



Digital Health and Innovation Cluster Bulgaria



**BUILDING THE DIGITAL
HEALTH & INNOVATION
COMMUNITY**



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