

BRIDGE GLOBAL

Helping you scale your health tech ventures



20 YEARS FOUNDATION

Bridge Global is a European tech company with 20 years of experience and a global delivery model. Now focused on AI enablement to empower businesses with innovative solutions.



CUSTOMER TEAM

Your main point of contact for seamless collaboration & business alignment.



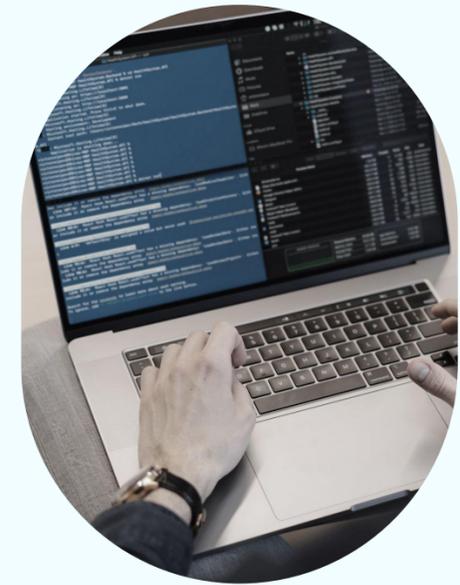
DEVELOPMENT TEAM

A skilled team leveraging AI to build scalable solutions



BRIDGE PROCESS

A structured AI-driven approach for efficiency and quality.



PRODUCTS & CODEBASE

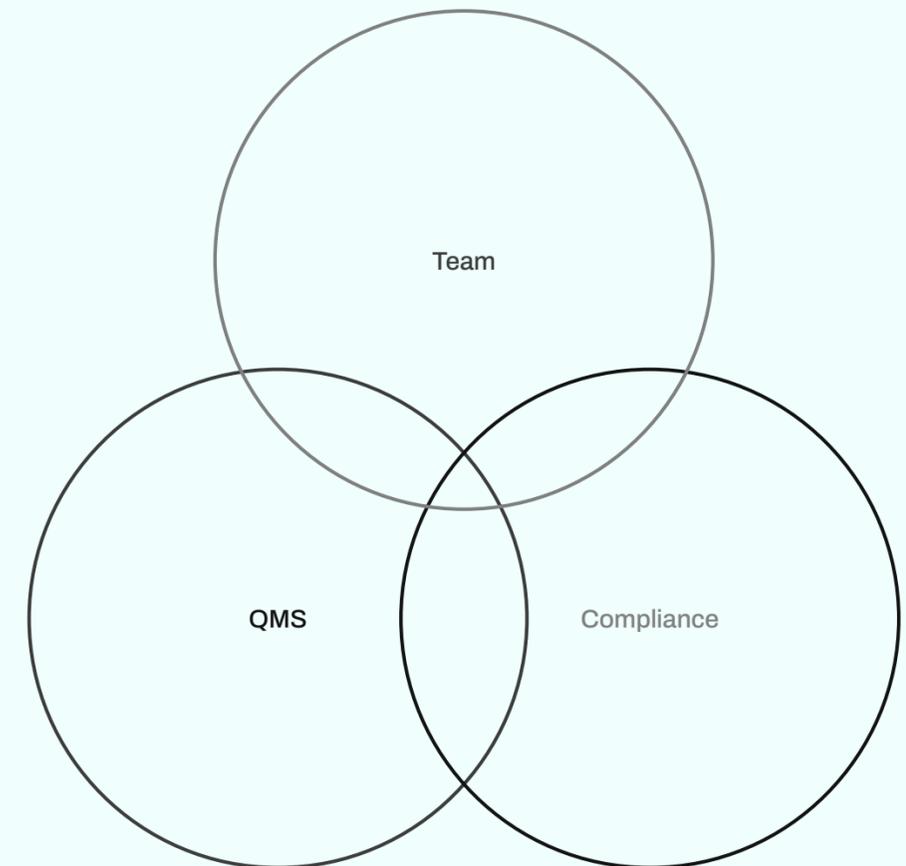
Robust, maintainable, & high-performing software.

MEDICAL PRACTICE

The past 20 years we've developed 100s of cutting edge solutions. Our team has built and exited startups. We've gone through several technology waves: Social, cloud, apps and now AI.

In our medical software practice, we learned that while every product is special, there are strong patterns in the way software is built. Our practice is built on a strong foundation:

- **Team:** experts that understand the field, the way medical companies 'function'.
- **Quality Management:** based on ISO 13485, strict procedures and tools
- **Compliance:** adherence to quality management, security, documentation



BRIDGE GLOBAL

TEAM



JOCHEM

Tech founder in
medical / AI software



JEROEN

Tech founder in
medical / AI software



LEON

Compliance & AI
lead



IVO

Cybersecurity expert



ERIC

AI Enabler



HUGO

AI lead & Bridge founder



ANURAJ

Quality lead



SANJAY

Tech lead



BIJIMOL

ISO officer

COLLABORATING ACROSS BORDERS, ACHIEVING MORE

- 10 years in medical AI software development and commercialisation
- 15 years in healthcare data integration
- 15 years in medical/security / AI compliance
- 20 years of tech entrepreneurship
- Multiple medical software certifications (MDR/FDA)
- 3 successful tech exits in the past 15 years
- Global collaborations with pharma and medical OEMs



Why Healthcare VCs Should Partner with Us

FOR VCS

HIGHER SUCCESS RATES



We provide startups with **expert guidance, regulatory support, and operational infrastructure**, increasing their chances of market success.

INCREASED RETURN ON INVESTMENT



Your startups get access to top talent at attractive rates. Our startup engine **optimizes growth**: helps you scale up and down flexibly.

FASTER MARKET ENTRY & SCALING



Our **go-to-market and certification support** help startups reach regulatory approval and commercialization faster.

STRONGER FOUNDATIONAL EXECUTION



Startups receive **end-to-end operational support** (admin, finance, compliance, marketing), allowing them to focus on product development and customer acquisition.



Why Health & Medical Startups Should Work with Us

FOR STARTUPS

FOCUS ON INNOVATION,
NOT ADMINISTRATION



We handle your **HR, finance, compliance, and IT infrastructure**, so you can focus on building and scaling your product.

SCALE UP WITH EASE:
FLEXIBLE AND AFFORDABLE



Attract tech, product and marketing talent with ease. Scale up and down with attractive rates.

ACCELERATED MARKET
ENTRY & GROWTH



Gain access to **key opinion leaders, pharma partnerships, and expert-led venture-building** to drive early traction.

NAVIGATE REGULATORY
COMPLEXITY WITH EASE



Avoid costly delays—our team helps you secure **ISO, FDA, and MDR approvals quickly** and efficiently.

INVESTOR-READY
FROM DAY ONE

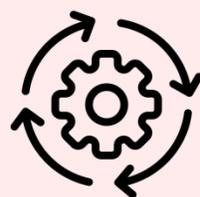


With solid compliance, structured operations, and clear market positioning, you'll be **ready to attract funding from top-tier VCs**.



THE FOUNDATION

QUALITY AND SECURITY MANAGEMENT



We adhere to stringent quality and security protocols, ensuring compliance with medical industry standards to protect patient data and system integrity. Our software development process is tailored for medical software.

CERTIFICATION AND APPROVAL



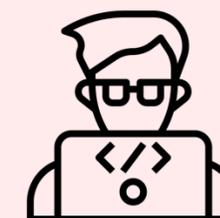
Our solutions align with regulatory requirements, including FDA, MDR, and ISO, ensuring smooth approvals and market readiness. We have people in our team that help you get certifications and run audits.

TOOLS AND TECH STACK



We leverage cutting-edge technologies, frameworks, and cloud solutions tailored for secure, scalable, and interoperable medical software development.

TEAM AND COSTS



Our skilled team of healthcare IT specialists balances expertise with cost efficiency, optimizing project budgets without compromising innovation or compliance.



How we adhere to quality standards for medical software development.

QUALITY MANAGEMENT



REQUIREMENTS

Clearly defined regulatory and functional requirements ensure compliance with industry standards. Early risk assessment and documentation for FDA, HIPAA, and MDR readiness.



VERIFICATION

Continuous traceability from requirements to development and testing. Regular design and process audits to maintain compliance.



DEVELOPMENT

Agile methodology with medical software best practices. Implementation of coding standards and peer reviews. Cross functional teams.



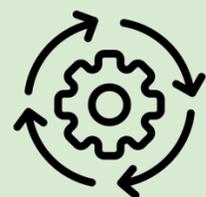
TESTING

Rigorous validation testing, including unit, integration, and system testing. Automated and manual verification for regulatory adherence.



Ensuring data protection and system security in medical software.

SECURITY



PROCEDURES

Security-first development approach with risk mitigation strategies.
Implementation of secure software development lifecycle (SSDLC).



TESTING

Regular security assessments, including penetration testing and vulnerability scanning.
Compliance with OWASP, GDPR, and HIPAA security requirements.



SYSTEMS

End-to-end encryption and secure authentication protocols.
Continuous monitoring and threat detection mechanisms.



Ensuring compliance with global medical regulations.

CERTIFICATION & APPROVAL



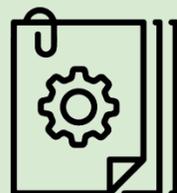
ISO 13485

Adherence to international quality management standards for medical device software.
Systematic approach to risk management and process control.



QMS PROCEDURE

Structured quality management system (QMS) for regulatory compliance.
Periodic audits and documentation updates for continuous improvement.



TECHNICAL DOCUMENTATION

Comprehensive documentation for regulatory submissions.
Traceability of design, risk, and validation processes.



Leveraging the right technology for efficiency and compliance.

TOOLS & TECH STACK



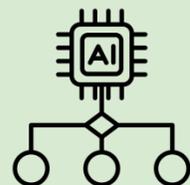
eQMS

Digital quality management system to track compliance and approvals.
Centralized platform for documentation, audits, and non-conformities.



ISMS

Information security management system for controlled access and data protection.
Ensures compliance with ISO 27001 and HIPAA security requirements.



TECH STACK

Use of modern frameworks (e.g., Javascript, Node.js, Python) for secure development.
Cloud-based and AI-driven solutions for scalability and automation.



Optimizing expertise and cost efficiency.

TEAM & COSTS



EXPERIENCED MEDICAL SOFTWARE DEVELOPERS FROM EUROPE

Strong domain knowledge and experience in building compliant medical applications.
Direct collaboration with regulatory bodies for seamless approvals.



TECH TEAM FROM ASIA

High-quality software development at competitive costs.
Agile teams with expertise in healthcare software and security compliance.



REGULATORY COMPLIANCE TEAM

Specialized experts ensuring adherence to global healthcare regulations.
Continuous monitoring of evolving compliance requirements.



We provide a structured approach to help startups scale efficiently in the medical software industry.

THE STARTUP ENABLER



STANDARD OPERATING MODEL

Comprehensive administrative support, including HR, legal, and financial operations.

Robust cloud and infrastructure setup to ensure scalability and compliance.

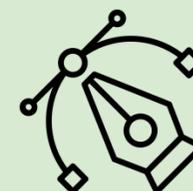


MEDICAL CERTIFICATION & COMPLIANCE

Guidance on industry certifications (ISO 13485, HIPAA, MDR, FDA).

Support for company registration and regulatory approvals.

Assistance with documentation and ongoing compliance processes.



GO TO MARKET

Venture building support for market entry and regulatory navigation.

Business development, partnerships, and customer acquisition.

Guidance on pricing, reimbursement, and distribution for medical software.



MARKETING & SALES

End-to-end marketing strategy for medical startups—covering digital marketing, content creation, lead generation, sales enablement, and go-to-market execution.



Providing essential infrastructure and operational support for startups.

OPERATING MODEL



VENTURE BUILDING

Experienced entrepreneurs act as venture partners and mentors, guiding startups through early-stage growth. Hands-on support in business model validation, funding strategies, and scaling operations.



ADMIN & FINANCE TEAM

Full support in setting up financial administration, bookkeeping, and compliance. Budget monitoring, investor reporting, and financial forecasting.



OPERATING TOOLS

- Access to essential software tools for efficiency and compliance:
 - **Productivity:** Project management & collaboration
 - **CRM:** Sales tracking & customer management
 - **Cloud:** Scalable, secure infrastructure
 - **XERO:** Accounting & financial management
 - **HR:** Employee management, payroll & contracts
 - **Compliance:** Integrated QMS & ISMS systems



Ensuring regulatory adherence for market success.

CERTIFICATION & COMPLIANCE



ISO27001, ISO13485

Implementation of industry standards for security (ISO 27001) and medical device/software quality (ISO 13485).
Assistance with certification audits, risk management, and documentation.



MDR & FDA

Support in meeting **Medical Device Regulation (MDR) and FDA** requirements for market approval.
Guidance on clinical validation, regulatory pathways, and post-market surveillance.



MAINTENANCE TEAM

Dedicated team ensuring continuous compliance with regulatory updates.
Ongoing support for documentation, security policies, and audit readiness.



Helping startups establish traction and scale efficiently.

GO-TO-MARKET



KEY-OPINION LEADERS

Engagement with **industry experts, clinicians, and researchers** to validate and advocate for the product.
Influence-building strategies to enhance credibility in the medical sector.



PHARMA & OEM PARTNERSHIPS

Strategic connections with **pharmaceutical companies and medical device OEMs** for distribution and co-development.
Assistance in navigating partnership negotiations and regulatory alignments.



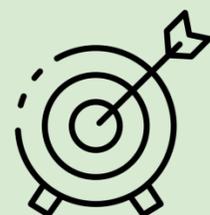
VENTURE BUILDING

Hands-on support from experienced entrepreneurs to drive early market traction. Business model optimization, pilot programs, and early customer acquisition strategies.



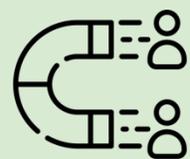
Creating and executing a strong commercial strategy.

MARKETING & SALES



MARKETING STRATEGY

Development of a data-driven marketing plan tailored to the medical software industry.
Brand positioning, messaging, and go-to-market planning.



MARKETING EXECUTION & LEADS

End-to-end digital marketing execution, including content creation, SEO, and paid campaigns.
Lead generation through targeted outreach, email marketing, and inbound strategies.



SALES: OUTREACH, PROPOSALS, PIPELINE MANAGEMENT

B2B sales outreach to hospitals, clinics, and enterprise healthcare providers.
Proposal writing, contract negotiation, and deal closing support.
CRM-based pipeline management to track opportunities and scale revenue.



Our track record

Cases



HEALTHCARE STARTUP

AXANA

Building an AI-integrated MDT treatment planning app for a Dutch healthcare venture. The web app ensures rapid diagnostics and efficient care coordination, with AI-driven data mapping for seamless integration with hospital systems.

Improved Patient Outcomes

Centralized MDT collaboration drives better patient outcomes

Data & Regulatory Compliance

Secure data exchange using DICOM, HL7, and FHIR standards

Future-Ready Capabilities

Adapting to evolving healthcare needs with AI-driven insights and innovations

Funding Secured

Fast prototype delivery secured investor backing: AstraZeneca, Merck, Google Cloud



HEALTHCARE APPLICATION

SPINE ANALYSIS

We collaborated with Canadian therapists to develop an AI-based mobile app (iOS & Android) for scoliosis detection, providing a non-invasive, radiation-free diagnostic tool for at-home use.

Prototype for Clinical Trials

Developed a prototype for AI-powered spine detection for early scoliosis diagnosis

Accessible for All

Non-invasive solution for at-home use, increasing accessibility for patients.

Futuristic Features

Added features for misalignment, photo comparison, and 3D modeling.

AI for Better Diagnosis

Diagnoses with AI-generated 3D spine models, enhancing clinician assessments.



HEALTHCARE STARTUP

AIDENCE

Aidence, founded by one of our AI enablers is a Dutch medical imaging AI company, building AI-powered clinical applications for the lung cancer pathway.

Solves Radiology Challenges

Efficient & accurate management of lung nodules detected on chest CT scans.

The Veye Suite

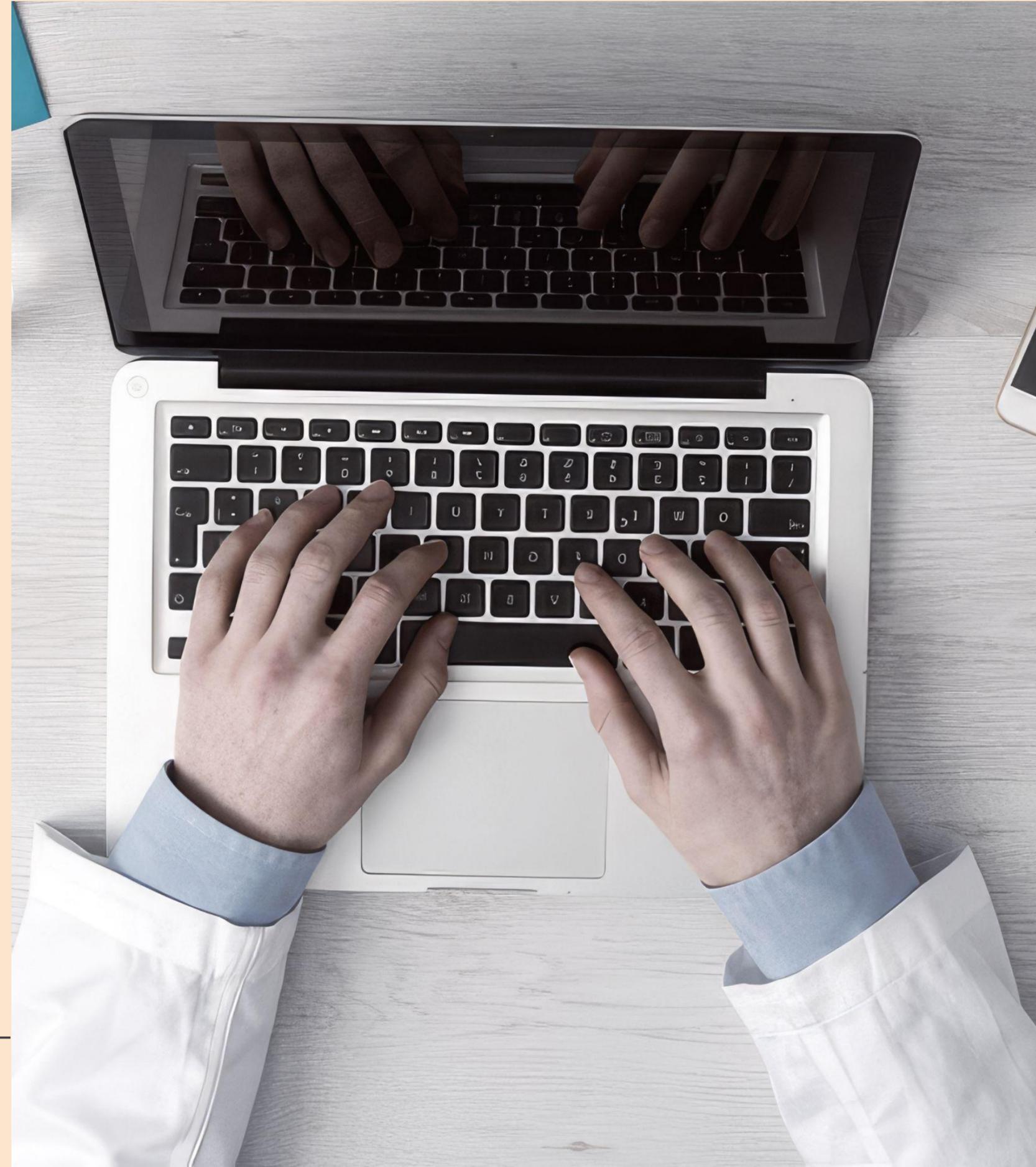
A CE-certified automated lung nodule management assistant & an interactive lung nodule reporting solution.

Seamless Workflow Integration

Easy integration into existing PACS workflows improved cancer care quality.

Positive User Feedback

Deployed in the NHS & European hospitals, Veye helps radiologists detect nodules faster and improve efficiency.





AI-Powered Healthcare Insights

CTCUE

CTcue, co-founded by one of our AI Enablers, is an AI-powered data platform that revolutionizes patient recruitment for clinical trials.

Efficient Patient Identification

CTcue uses Natural Language Processing to search through electronic medical records, finding potential trial candidates quickly and accurately

Unstructured Data Analysis

The platform transforms unstructured data into structured tables, effectively turning hospital databases into research databases

Self-Service Tool

Designed for medical professionals, CTcue allows doctors to independently extract pseudonymised patient lists from their EMR systems



COMPLIANCE PLATFORM

MEDQAIR

Building a document management system for MedQAIR, a leading European Authorized Representative, to digitize and streamline medical device compliance.

EUDAMED

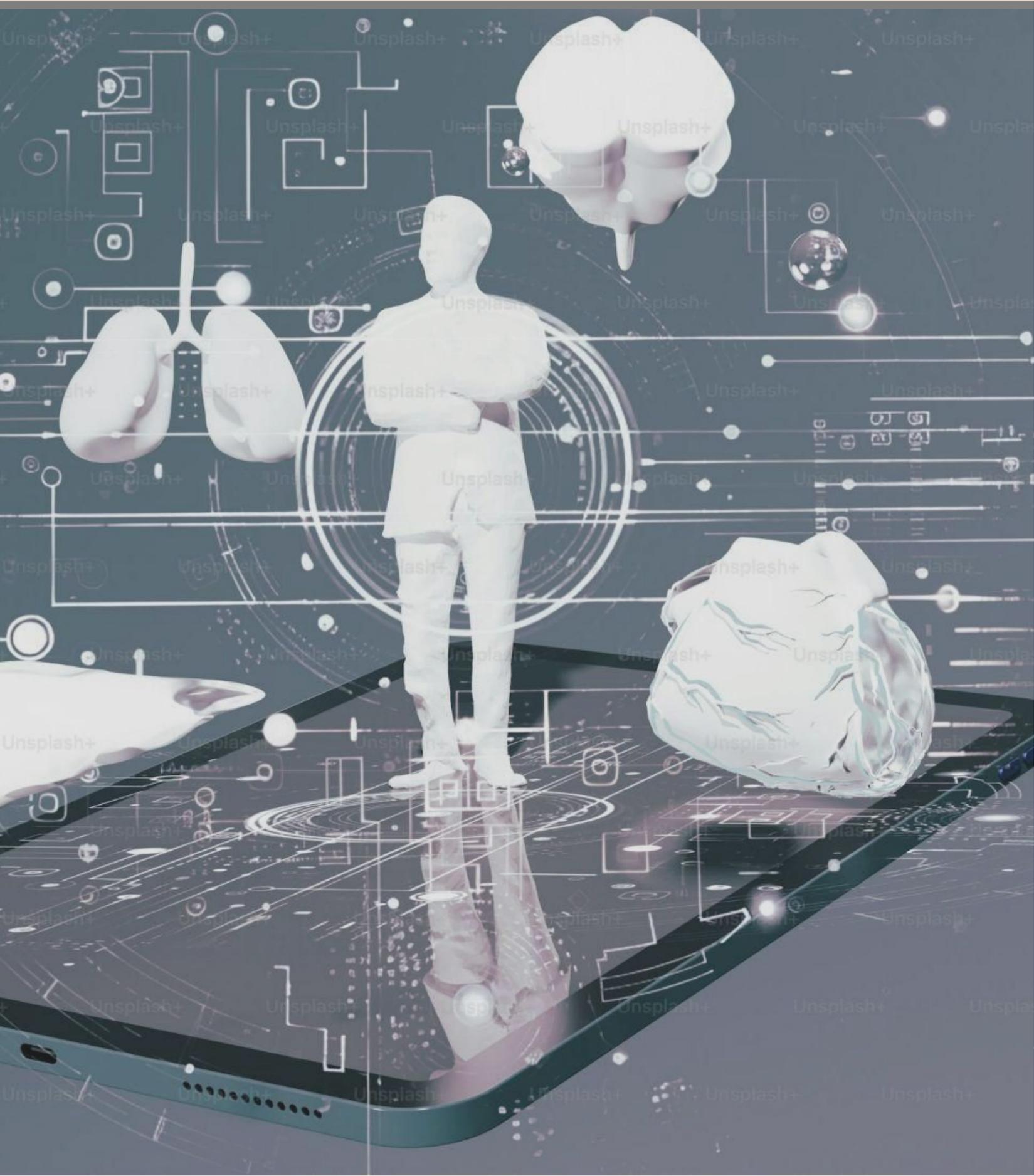
Medical device companies that export to the EU need to submit piles of documentation through EUDAMED. MDIS makes documentation handling, submissions and updates smooth.

Ensuring Compliance

The MedQAIR platform supports compliance with MDR, IVDR, ISO, FDA regulations.

AR & PRRC

On top of the platform, MedQAIR has a marketplace with Authorized Representatives and PRRC's to check and ensure documentation complies, as well as comply with liability procedures.



HEALTH MONITORING APP

HEALTHCARE IOT

Collaborated with a US tech startup to create a HIPAA-complaint application for remote health monitoring with different devices.

Remote Monitoring

HIPAA-compliant remote monitoring platform for seamless patient care across desktop and mobile.

Complete Healthcare Ecosystem

Built 6 integrated applications for patient data collection, registration, doctor dashboards, admin management, and remote access.

Seamless Problem-Solving

Recovered and enhanced applications without source code, decompiled .exes, ensured HIPAA compliance, migrated databases, and maintained high accuracy with complex hardware.



PATIENT JOURNEY MAPPER

CLINICAL PATHWAY

Building a patient journey mapping tool for Clinical Pathway, a Dutch healthcare provider, to optimize care and outcomes.

Patient Pathway

Visualizes and optimizes patient interactions for better efficiency and outcomes. User-friendly mapping for diverse healthcare journeys.

Flexible & Intuitive

Customize paths, map journeys effortlessly, and manage with drag-and-drop cards.

Actionable Insights

Analyze paths, generate reports, and uncover delays for a smoother patient journey.



IOT-ENABLED BLOT PROCESSOR

CYTOSKELETON

Helped a US biotechnology company develop an IoT-enabled, fully automated blot processor accessible through a web interface

An integrated web application

Built a server web interface and an embedded web interface, making their GOBlot V2 blot processor operational through a web interface.

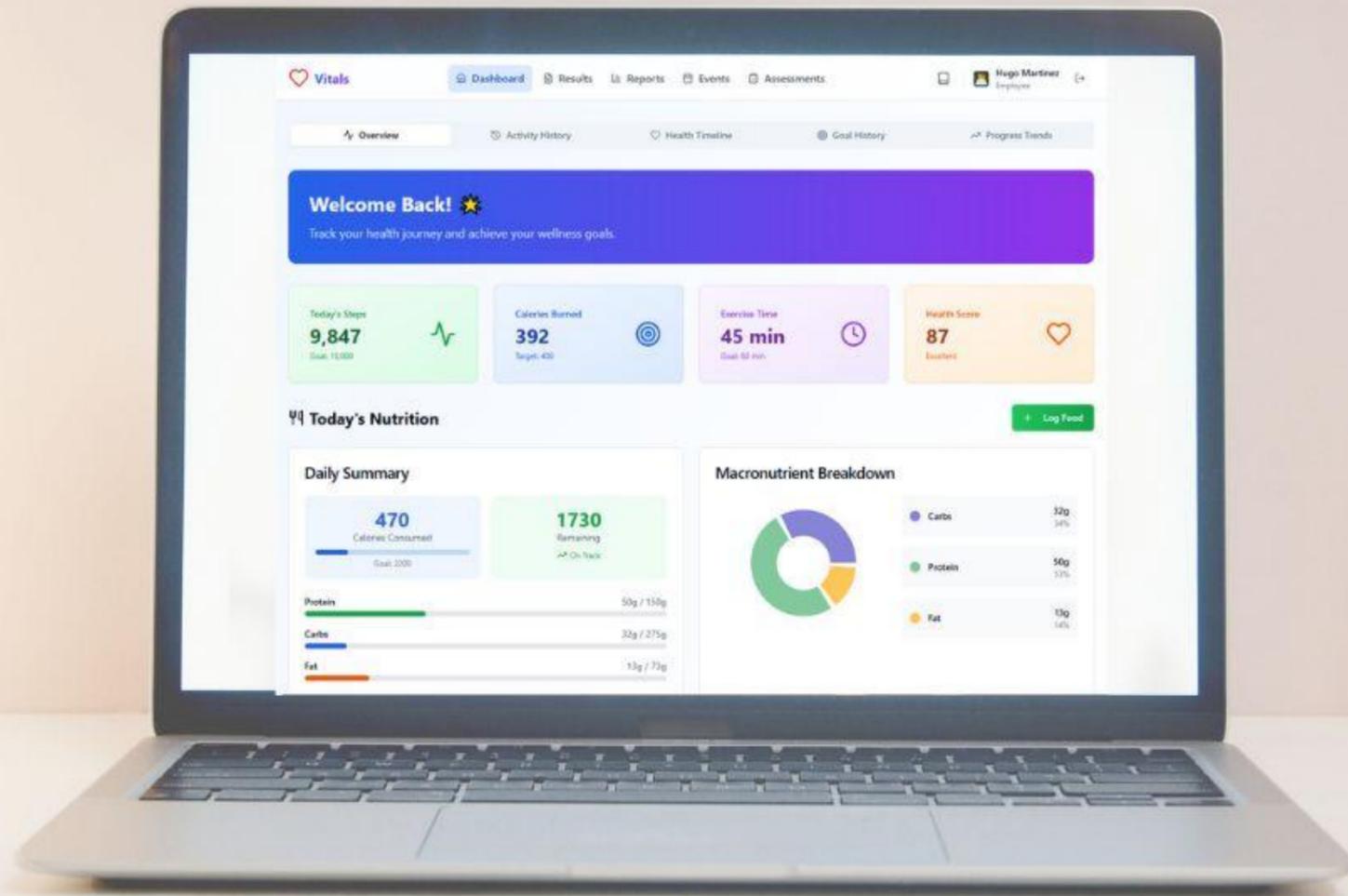
Smart IoT Control

Prototype microcontroller with multi-connectivity, embedded web server, and responsive interface for seamless device management.

Blot Processing, 10x Faster

Enhanced efficiency with real-time sync, custom workflows, multi-format exports, and automated alerts.

AI Based Vitality Platform



AI USE CASE: HEALTHCARE

CORPORATE WELLNESS PLATFORM

Highlights

- Comprehensive employee wellness platform for multi-role access
- Health tracking, coaching, events, and data visualization
- Scalable wellness program management with AI-powered insights
- Integrated system for employees, employers, coaches, and physicians

How the Vitality Platform will get things done:

- ✓ **Multi-Role Portal Access** – Employees, employers, coaches, and physicians each get tailored dashboards and functionality
- ✓ **Personalized Health Tracking** – Monitors vitals, activities, nutrition, and wellness metrics automatically
- ✓ **AI Lifestyle Coach Integration** – Personalized coaching recommendations, wellness insights, and behavior change suggestions
- ✓ **Employer Analytics Dashboard** – Team wellness metrics, engagement analytics, and program ROI tracking
- ✓ **Automated Assessment Engine** – Customizable health evaluations with intelligent scoring and recommendations
- ✓ **Smart Summary Generation** – Concise, physician-friendly summaries

Let's talk about
what's next!



Email/Google chat

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