



# discovering hands®

A social enterprise  
made in Germany – going international

Dr. Frank Hoffmann

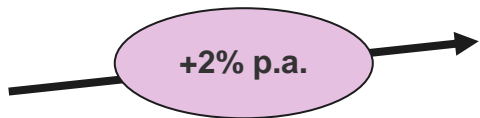
Zero Project conference Vienna

February 10<sup>th</sup> 2016

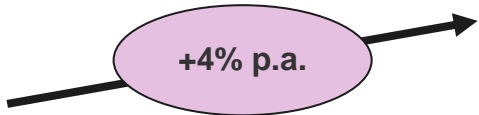
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# Breast Cancer is the most common malignant disease in women

Incidence rises

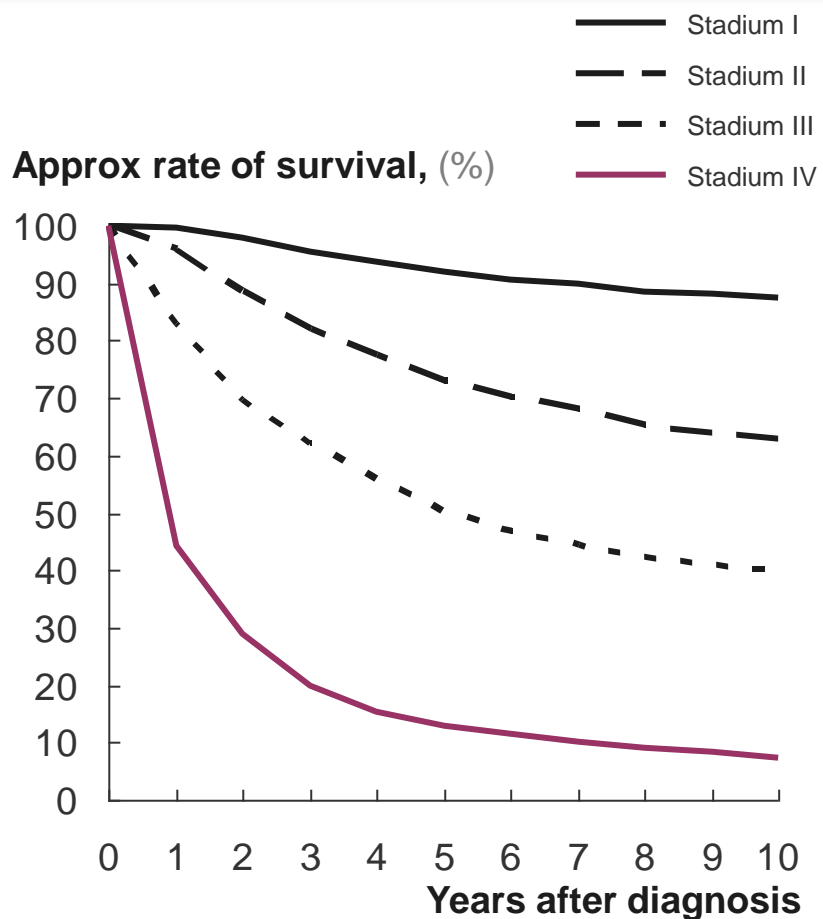


Costs for treatment rise

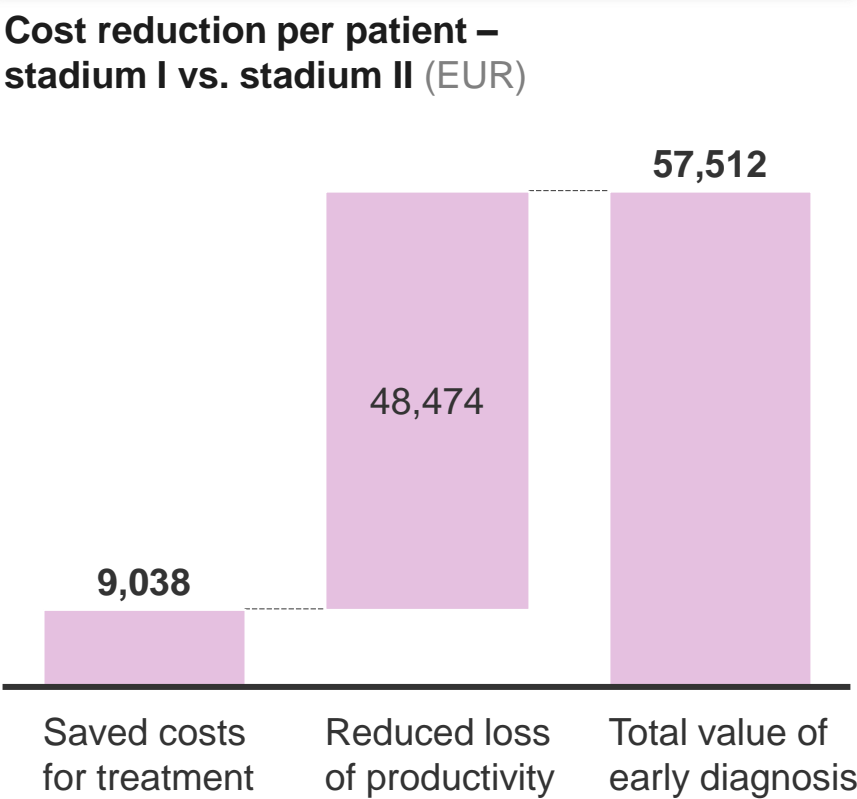


# An early diagnosis of breast cancer increases the chance for survival and reduces the costs for treatment

**Rate of survival by disease stadium at time of diagnosis**

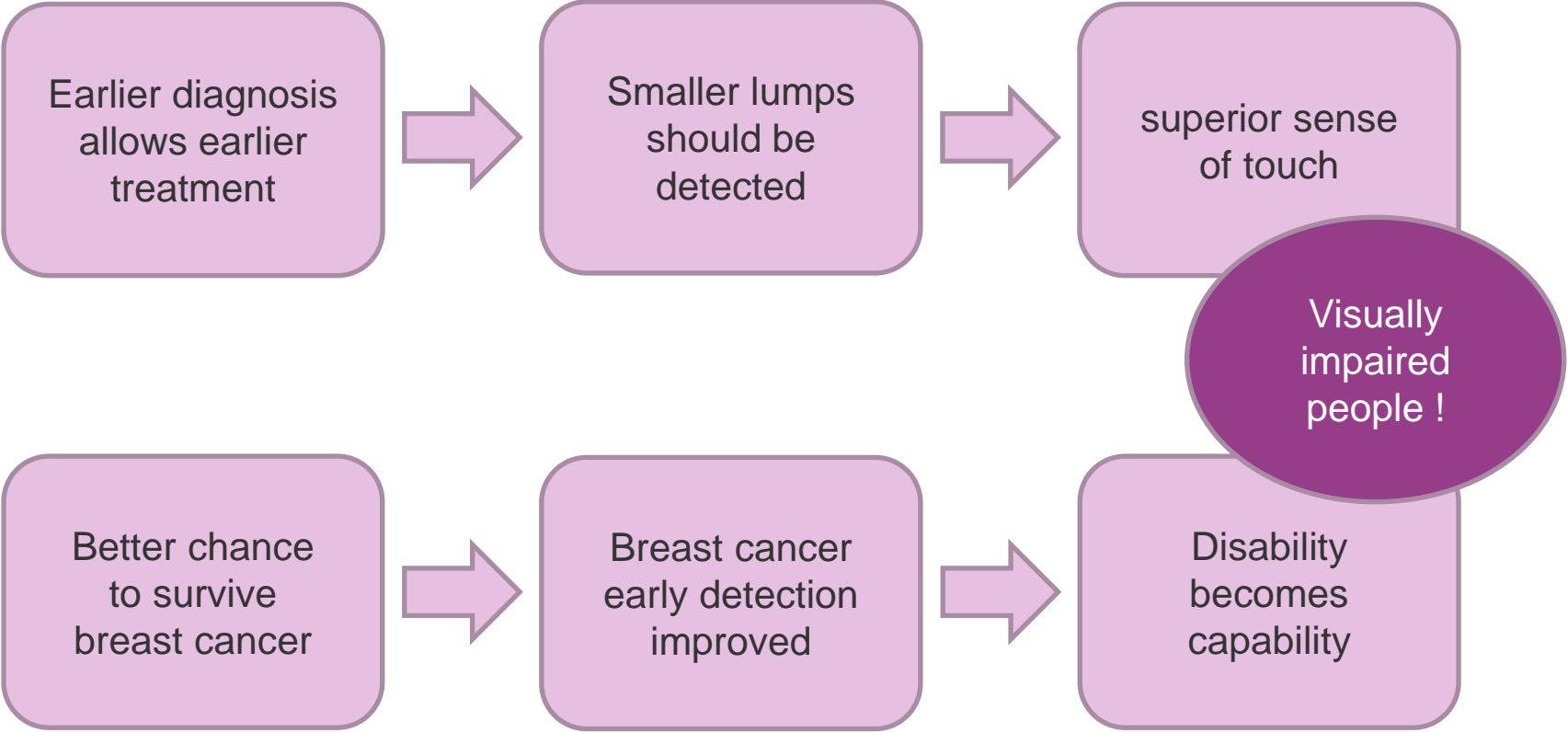


**Reduction of costs for treatment through early diagnosis**



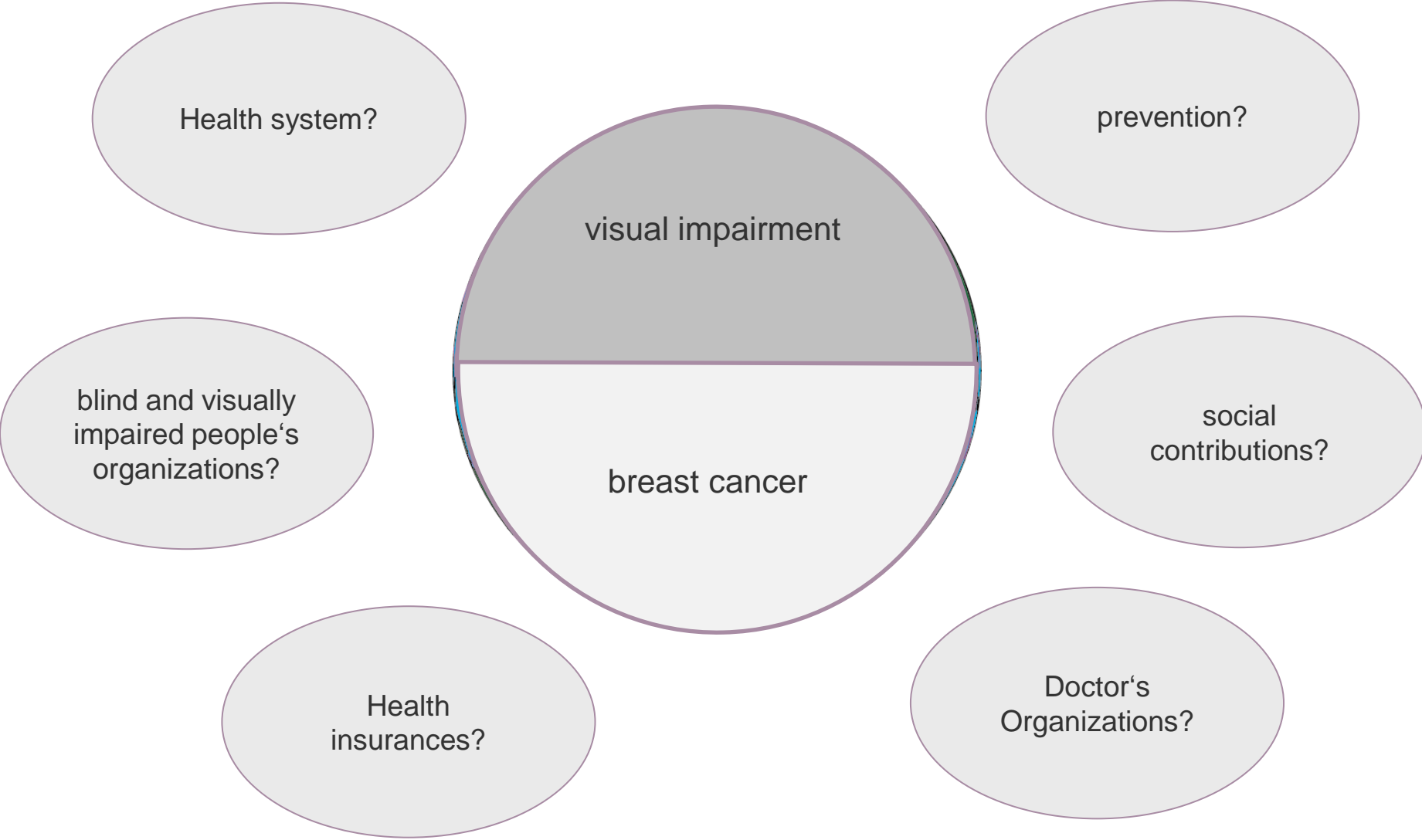
SOURCE: Cancer research UK, West Midlands Cancer Intelligence Unit, 2009, Radice et al: Breast Cancer Management – Quality of Life and Cost Considerations, Pharmaeconomics, 2003

# How to improve the fight against breast cancer





# discovering hands® model makes sense all over the world



# Always the First step: The pilot phase

Which country?  
Which skaling strategy?  
Which partner organisations?

Philanthropic  
capital



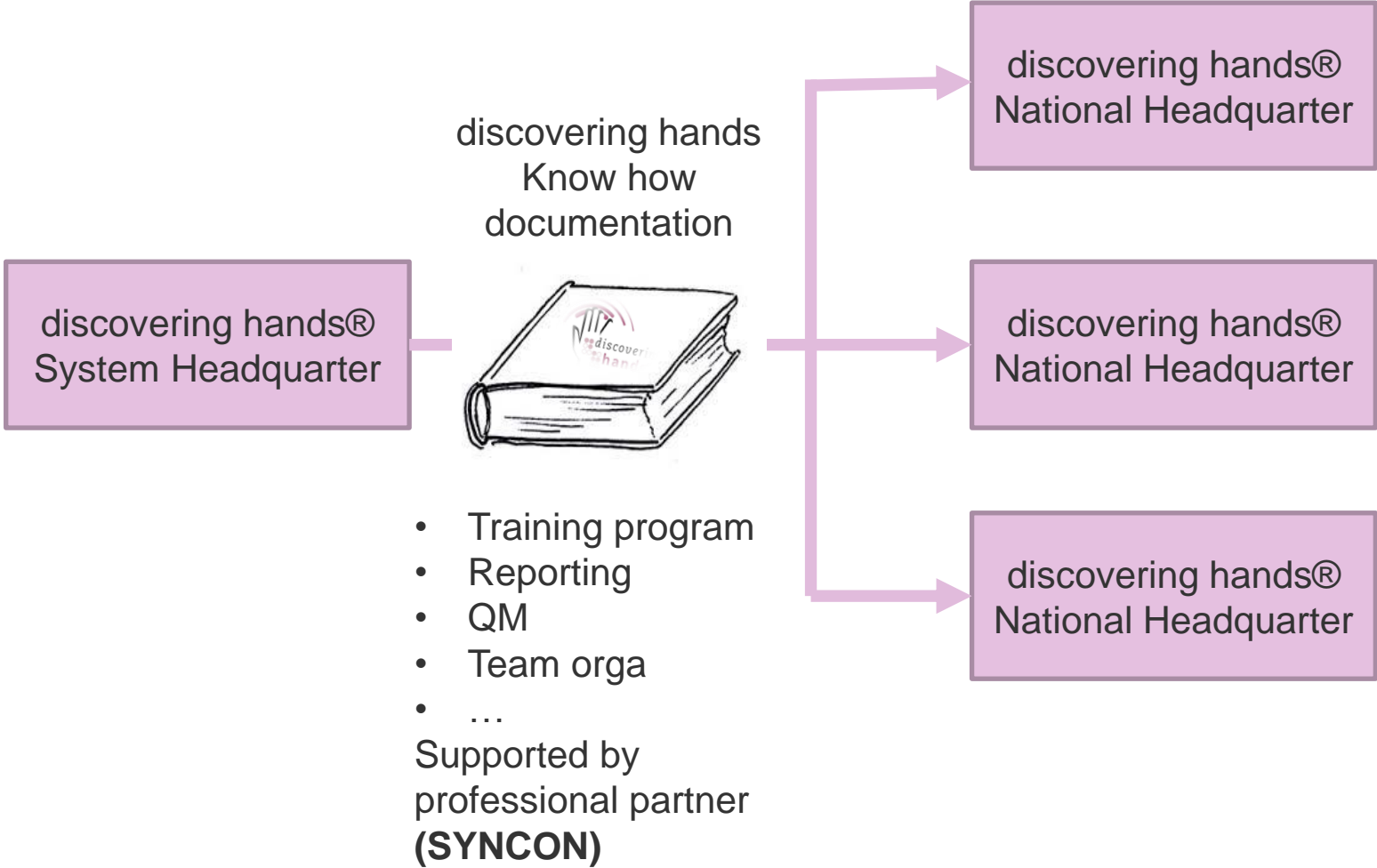
discovering hands®  
pilot project team

Stakeholder  
analysis

Market  
research

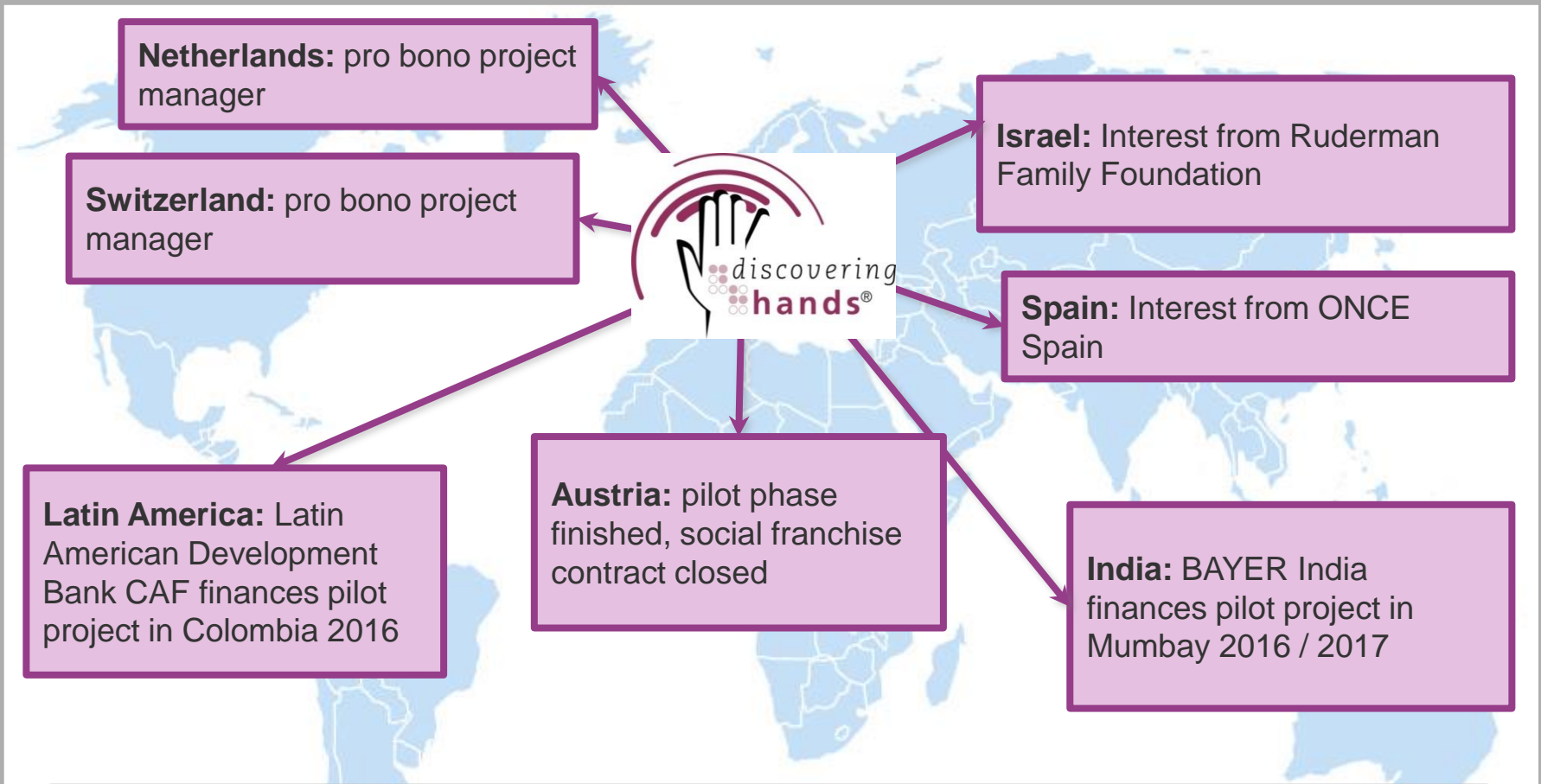
Investors and  
Supporters

# The discovering hands® Social Franchise System





# discovering hands® WILL SCALE UP VIA A SOCIAL FRANCHISE MODEL



- **Country expansion structured as a social franchise-model – Austria first franchisee**
- **ONE OF THE FIRST INTERNAT. HEALTH CARE SOCIAL FRANCHISE MODELS EVER**



## contact

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