



RehAllianCE

SME Success Story

RehAllianCE - Strengthening the innovation capacity of SMEs in the rehabilitation sector

CARDIAC TELEREHABILITATION SYSTEM

Company: PRO-PLUS S.A.



The Challenge

Pro-PLUS aimed to validate the market and regulatory readiness of its cardiac telerehabilitation system for entry into the Italian healthcare system. The company sought to understand reimbursement pathways, identify target customer segments and strategic partners, and assess local clinical, procurement and regulatory requirements to support future pilot implementation.

The RehAllianCE Support

Through the services provided by RehAllianCE, Pro-PLUS received comprehensive market and regulatory insights, enabling the company to better understand reimbursement pathways, clinical practices and healthcare requirements across Western European markets. The support strengthened its market entry strategy, identified key adaptation needs and provided a solid foundation for future expansion.

SME Testimonial

The RehAllianCE programme gave us a clearer view of how cardiac telerehabilitation is organised across Western Europe. It helped us identify necessary adaptation steps and strengthened our strategic approach to entering new healthcare markets.





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Project website: <https://www.interreg-central.eu/projects/rehalliance/>

*This project is supported by the Interreg CENTRAL EUROPE Programme with co-financing
from the ERDF.*



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