

Mapping the HealthTech Landscape in Moldova: Challenges, Opportunities, and a Roadmap for Digital Health Innovation

Ecaterina PİTEL^{a,b,*}, Mihai DASCAL^{a,c}, and Angela SIRBU^a

^a We4Health Association, Decebal Boulevard 23, MD-2002, Chişinău, Republic of Moldova.

^b Transilvania University of Braşov, Eroilor 29 Boulevard, 500036 Braşov, Romania.

^c The State University of Medicine and Pharmacy Nicolae Testemiţanu, Ştefan cel Mare şi Sfânt, Boulevard 165, MD-2004, Chişinău, Republic of Moldova.

E-mails: ecaterina.pitel@we4health.md (*), dascal.mi@gmail.com, angela.mihai.sirbu@gmail.com

* Author to whom correspondence should be addressed;

Abstract

Background: The digital health ecosystem in Moldova is evolving rapidly, with HealthTech startups emerging to address healthcare challenges and align with global digital health trends. Despite these developments, the sector faces barriers such as limited infrastructure, regulatory gaps, and insufficient investment. Understanding the current landscape of HealthTech startups is essential to identify challenges, explore opportunities, and guide stakeholders in strengthening Moldova's digital health ecosystem. **Aim:** This paper aimed to analyze the current landscape of HealthTech startups in Moldova by identifying key players, mapping existing regulations, and outlining the challenges and opportunities for growth. The objective is to provide clear, actionable insights to policymakers, investors, and entrepreneurs to support the development of Moldova's digital health ecosystem. **Materials and Methods:** This study was conducted between January 2024 and January 2025, based on an analysis of relevant reports, industry insights, and discussions from digital health events and forums held in Moldova. Sources included national policies, international frameworks, and industry reports addressing digital health and HealthTech developments. Reports and events focused on HealthTech in Moldova during the past five years were included, while non-health-related documents and unrelated events were excluded. The analysis aimed to provide a comprehensive and replicable overview of Moldova's HealthTech landscape. **Results:** Moldova's HealthTech sector is in an early yet dynamic stage, with a growing number of initiatives shaping the ecosystem. The study identified 10 active startups, three accelerators, and several collaborative initiatives focused on digital health innovation. These startups operate in areas such as telemedicine, patient data management, and digital diagnostics. Despite this momentum, challenges persist, including regulatory gaps, limited funding opportunities, and insufficient digital infrastructure. However, increasing stakeholder engagement, the establishment of support programs, and the development of national digital health strategies indicate promising opportunities for further growth and innovation. **Conclusion:** Moldova's HealthTech sector has growth potential but faces challenges in regulation, funding, and infrastructure. Strengthening the ecosystem requires clear policies, increased investment, and support for startups and digital literacy.

Keywords: HealthTech Startups; Digital Health; Healthcare Innovation.

