



NEWS: Smartwatch meets connected health-care at the Medtech & Pharma Platform

Ifstest plenary presentation at the Medtech & Pharma Platform event in Basel

The Medtech & Pharma Platform in Basel has been a key industry event for tech companies active in the medical technology, pharmaceutical and healthcare sectors since its founding in 2014. The conference is centred around sharing extensive know-how related to the latest trends and developments. This knowledge exchange primarily takes place in the form of forums with skilled professionals and expert-led specialist talks, and is accompanied by an exhibition.

At this year's Medtech & Pharma Platform event on 26 and 27 October, Ifstest had the opportunity to make a contribution to this valuable conversation. Ifstest's Marketing Director Bernd Maisenhölder gave a pre-



sentation on 'Smartwatch meets connected health-care – how consumer technologies will be leveraged for improved patient care', offering in-depth insights into the development of wearables from purely fitness and lifestyle products to forward-looking medical products for improved and more cost-effective healthcare. A smart combination of medical devices and pharmaceutical compounds can lead to significantly more targeted and promising treatments of certain medical indications. Themes like patient centricity, the increasing consideration of patients' needs, and patient empowerment, influence by patients, were also illuminated.

Soaring healthcare costs important incentive behind drive for innovation

Maisenhölder's talk opened new perspectives for the medtech and pharmaceutical industry by providing an interesting overview of the current market dynamic. This is in large part influenced by the demographic shift, increasing costs for chronic illnesses and changing patient expectations when it comes to greater involvement in the recovery process. Pressure on the part of legislators and health insurance providers to stem exploding healthcare expenses also plays an important role. This is clearly an environment that urgently requires new and innovative approaches for better, more cost-effective healthcare.

Thanks to its decades of expertise with electronic devices for the medtech industry together with a newly developed technology for smartwatch electronics, Ifstest is well positioned to make a meaningful contribu-



tion to developing solutions in this area together with its OEM customers. The promising development of sensor technologies for wearable devices combined with wireless data exchange creates new opportunities for innovation for 'connected medical devices'. These innovations have the potential to dramatically transform the healthcare industry. Involvement by global players like Google, Apple and Samsung as well as the founding of numerous startups demonstrate how hot this market is – just one reason for med-tech companies to use their expertise and years of experience to their advantage. And quickly.

