

As data personalizes medtech, how will you serve tomorrow's consumer?

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Abstract

Medtech is not in crisis in 2019, but neither is it ready for a future where care is decentralized, and platform participation is directly linked to value creation. In the future, that value will be driven by the personalized, patient-centered care models that empowered patient consumers demand. Delivering this will require medtech to work outside the comfort zones of its traditional business models. It will need devices to work interoperably and securely, connecting together to capture and analyze data in real time, and deliver, via agile, data-driven supply chains, better interventions and care management. Achieving this transformation can finally bring the better outcomes needed both by patients and, in an increasingly value-based payment environment, by the industry itself.