

The future of medical devices

Jared WATKIN, Senior Vice Président Diabetes Care, Abbott | USA

With: Timothée FRAISSE, Project Director, McKinsey & Company | France

According to the French Ministry of Health and Solidarity, a medical device is a product "intended by the manufacturer to be used on humans for medical purposes, and whose principal expected action is not obtained by pharmacological or immunological means nor by metabolism".

Success factors for medical devices: high-performance innovation, smooth user experience and durability

Medical devices are currently provided to millions of people and improve their daily lives. Three main characteristics determine the success and widespread adoption of these devices. First, the innovation must perform well, and its benefits must be widely proven. Moreover, the device must offer the smoothest possible user experience. Indeed, experience has shown that high-quality innovation only makes sense if it is affordable, easy to use and accessible to the largest number of people. Also, the sustainability of the device and its design are criteria of choice for users, who are increasingly sensitive to the environmental impact of the medical devices they use.

Medical devices are solutions with many benefits

Medical devices have many advantages. They improve prevention and the quality of care. By regularly measuring various biological parameters, medical devices enable the monitoring of a patient's condition and thus allow to avoid medical complications or serious adverse events. Furthermore, medical devices provide greater personalisation of care and a better quality of life for the patient. The collection of patient-specific data also enables the adaptation of care to the patient's needs and avoid unnecessary medical appointments. The patient receives better care and is more comfortable. Also, cost-effectiveness is improved through refocusing on strictly appropriate care activities.

Further enhanced efficiency using digital technology

Digital technology heightens the potential and efficiency of many medical devices. Larger quantities of data can be collected, stored, and analysed more efficiently. These huge databases are exploited, for instance, to prove the effectiveness of devices, thus increasing user confidence in the product. Digital technology enables greater access to the collected data. Sharing information is smoother and more transparent between the patient and the physician. New technologies are a tool for remote patient monitoring.