

Press release

MEDICA INNOVATION FORUM for the healthcare innovations of the future

Keynote speeches, tech talks, panel talks and pitch sessions on all the leading digitalisation trends

By always offering innovations and updating existing programme formats, the internationally leading medical trade fair MEDICA in Düsseldorf has been successful for over half a century and always gives its professional visitors from all over the world a good overview of all the relevant trends and innovations in the healthcare sector. The best example of this is the MEDICA INNOVATION FORUM, the successor event to the MEDICA CONNECTED HEALTHCARE FORUM, which is being held right at the centre of the MEDICA world of experience “Digital Health” this year.

“This is where we discuss the most important topics for the future, from the Internet of Things to robotics, artificial intelligence, augmented reality and digital twins as well as mobile health and medical wearables, 3D printing and solutions for the hospital of the future”, explains Christian Grosser, Director of MEDICA at Messe Düsseldorf. Because digital innovations are not limited to optimised connections between all healthcare players, the forum will focus on the digital transformation of the healthcare industry in its entirety. After all, start-up presentations recently already clearly reflected this wider scope of content. The popular pitch competitions will remain a fundamental part of the programme”, Grosser further explains.

Renowned experts will give inspiring talks at the MEDICA INNOVATION FORUM (dates for MEDICA 2024: 11–14 November) to initiate professional discussion among the over 8,000 forum participants expected to attend. One of them is Prof. Stephen Gilbert of the Dresden University of Technology. He recently called for LLM-based generative chat tools such as ChatGPT and MedPaLM to be approved as medical devices. Robotics expert Lorenzo Masia, Heidelberg, and André Brauers,



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U78, U79: Messe Ost/Stockumer Kirchstr.
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Global Head of Immersive and Digital Education Solutions at Siemens Healthineers, will also contribute subjects for discussion.

Dr Sonja Sulzmaier, a Managing Partner at Navispace, is one of the organisers of the MEDICA INNOVATION FORUM. She is also the Chairwoman for Start-Ups and Enterprise Formation of the German Association for Small and Medium-Sized Businesses (BVMW) and knows what's important: "The degree of innovation is the decisive factor for us when selecting the programme and speakers." The degree of innovation is also an important criterion when evaluating submissions for the 13th MEDICA START-UP COMPETITION and the 16th HEALTHCARE INNOVATION WORLD CUP.

The 13th MEDICA START-UP COMPETITION 2024 has kicked off

The 13th MEDICA START-UP COMPETITION features a range of categories such as "AI in medicine", "robotics", "health apps", "lab diagnostics" and "other". The top 12 medical start-ups of 2024 will present their solutions at the pitch final (on 12 November) at the MEDICA INNOVATION FORUM.

The first award for 2023 was awarded to "MeMed BV", the first diagnostic test to be approved by the FDA and receive a CE label which can use serum or venous blood to differentiate between bacterial and viral infections in just 15 minutes. "Our product helps clinics all over the world to make better decisions about antibiotic treatments", says Yossi Horesh, Director of the US-Israeli company. MeMed has already established a strong position in the USA, Israel and Italy. Now, the young company is also expanding to Asia, the Middle East and other parts of Europe. Looking back at their success during the start-up competition at MEDICA 2023, Horesh adds: "Our participation in the competition kicked off a lot of productive discussions. For instance, we analysed the economic advantages of our system, particularly its capacity for reducing the use of antibiotics. We also engaged with the critical issue of treating patients with sepsis and predicting possible deterioration in a patient's condition. Our next product, MeMed Universal Severity, will address these issues. It is



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designed to help clinicians better assess the risk if an infection is suspected.”

“We were in very good company as one of the finalists”

With the first ultrasound robot to bear a CE label, the Danish company Ropca took third place at last year’s MEDICA START-UP COMPETITION. Ropca has automated the process of ultrasound imaging and image analysis: The “ARTHUR” platform, a robot arm, and the artificial intelligence product “DIANA” help to overcome the growing challenge posed by increasing numbers of patients affected by rheumatoid arthritis, hospital treatment costs and the shortage of specialists.

Johannes Schaeferhoff, CEO of Ropca, reports that the company had good experiences with MEDICA even before applying to the competition. In 2022, the company (founded in 2019) won the KUKA award for medical innovation and attracted particular attention from the trade fair audience. After the big on-stage pitch final as part of MEDICA 2023, Schaeferhoff can now report a recent successful round of investor funding and its outcome: “We are all about internationalisation now.” The system is primarily intended for large medical centres such as university hospitals and has the potential to reduce waiting times for rheumatology appointments. In Germany, the company plans to test screening with Ropca in several cities, and the list of appropriate indications could also be expanded. “We will be approved for osteoarthritis in the near future”, Schaeferhoff is sure.

Solutions for the "Internet of Medical Things"

The HEALTHCARE INNOVATION WORLD CUP shines a spotlight on the next generation of smart health devices, medical wearables, digital biomarkers, electroceuticals, smart plasters and more. First place at the MEDICA pitch 2023 went to DiaMonTech with a blood glucose measurement system that does away with needles completely. “As of today, there is no other device that performs this measurement with an equal level of precision”, says Thorsten Lubinski, CEO of the Berlin start-up. Instead of a needle, a beam of light is directed onto the skin. This light



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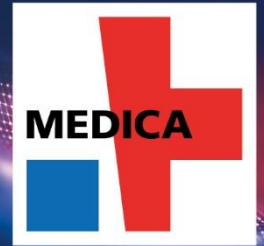


heats the glucose molecules in the skin almost exclusively. The increase in heat is so minimal that it cannot be felt, but it is certainly measurable. Based on this heat development, the device calculates the blood glucose value.

After their win at the HEALTHCARE INNOVATION WORLD CUP 2023, Lubinski expressed how pleased he was: "This has exceeded our expectations." There have been several meetings with investors. After their win in Düsseldorf, the company saw further success, concluding a round of funding amounting to millions of euros. The funds raised will be used to further refine the prototype of the D-Pocket handheld device, to conduct important clinical trials and accelerate market entry in the US and EU. The product is not yet available for purchase, unlike the Seismofit system.

Ventrject, the second-place winner at the HEALTHCARE INNOVATION WORLD CUP 2023, is already offering the latter on markets in Denmark, Germany, Great Britain and Ireland. The system records cardiorespiratory fitness (CRF), measured as VO2-max. "And it does this more accurately than any fitness tracker can and is in the gold standard range", says Mikkel Kristiansen, CEO of the Danish company. The actual gold standard, according to Kristiansen, are 15-minute tests, either cycling on an ergometer or running on a treadmill. By contrast, a test with Seismofit takes less than three minutes and involves no physical activity. It measures the vibrations caused by heartbeats and transferred to the ribcage. A cloud-based algorithm analyses the signal. According to Kristiansen, participating in the start-up competition at MEDICA 2023 was well worth it: "We want this test to be purchasable for a large majority of people and our plan was to present the device on stage to customers and possible partners from all over the world. After winning second place, we really did strike up conversations with many potential resellers from all over the world. That exceeded our expectations." Next, Kristiansen wants to tap into new markets with his company.

Applications for (free) participation in this year's MEDICA START-UP COMPETITION and HEALTHCARE INNOVATION WORLD CUP are now open. For more information on the terms and conditions of participation



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and the link to register, as well as up-to-date information on the MEDICA INNOVATION FORUM, see <https://www.medica-tradefair.com/mif2>.

Innovative start-ups and scale-ups at the professional trade fair

At MEDICA, the stage isn't the only place you can find start-ups and scale-ups presenting exciting digital innovations. Every year, several hundreds of recently founded companies participate, making MEDICA the world's leading event for health start-ups. For example, we recommend the MEDICA START-UP PARK again this year as a central venue for networking with the digitally based start-up scene. The special exhibition's shared floor space will feature more than 50 participants providing information on their creative ideas and practical solutions for modern healthcare.

More than 6,000 exhibitors from around 70 countries are expected to attend MEDICA 2024 and COMPAMED, the supplier trade fair held in parallel. Last year, both events recorded 83,000 visiting professionals from more than 160 countries.

All of the details on MEDICA 2024 are available online at <https://www.medica-tradefair.com>.

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