We are at the Threshold of a new era in MedTech

Why?

Technology Convergence
Technology Convergence
What could it mean for MedTech?

Big Data = just the input for AI.
Technological ability & cost are radically changing.
It is technology convergence that will generate new value.
Use Experimentation, Find the right Metric, Create Value

Now - a lot of data = lost or unused <-> too much random data & unfocused
Everything is an opportunity to analyze. Start with experimentation
Threshold for a Right Metric Approach as a Big Data Strategy for Business Development
A Data inspired Business Strategy for MedTech

Need to evolve business model

Adapting business strategy & execution

Which Metric to focus on

Iterate your data model & business model

Which data to harvest & how to harvest it

How to analyze it to obtain the metric