TREND OVERVIEW

MEDICA

MEDICA 2023

In an era where technology and healthcare seamlessly converge, Medica in Düsseldorf plays a crucial role as the pulsating heart of innovation and progress within the medical sector. Recently, GBO Innovation makers embarked on an inspiring journey to this prominent event, with a specific focus on discovering the most cutting-edge trends and the latest developments in product design shaping the future of healthcare.

Within this report, you'll find several emerging trends. If you're interested in diving further into various developments in the medical sector, feel free to schedule a meeting with GBO Innovation makers. We're eager to engage in conversations about the dynamic landscape of healthcare and explore how innovation can drive transformative change.

ROBOTICS

During surgeries and treatments, specialized robots and advanced cameras provide real-time support, enabling healthcare professionals to work with greater precision and reduced fatigue. This emerging trend promotes the efficiency and accuracy of medical procedures, paving the way for a promising future in healthcare.
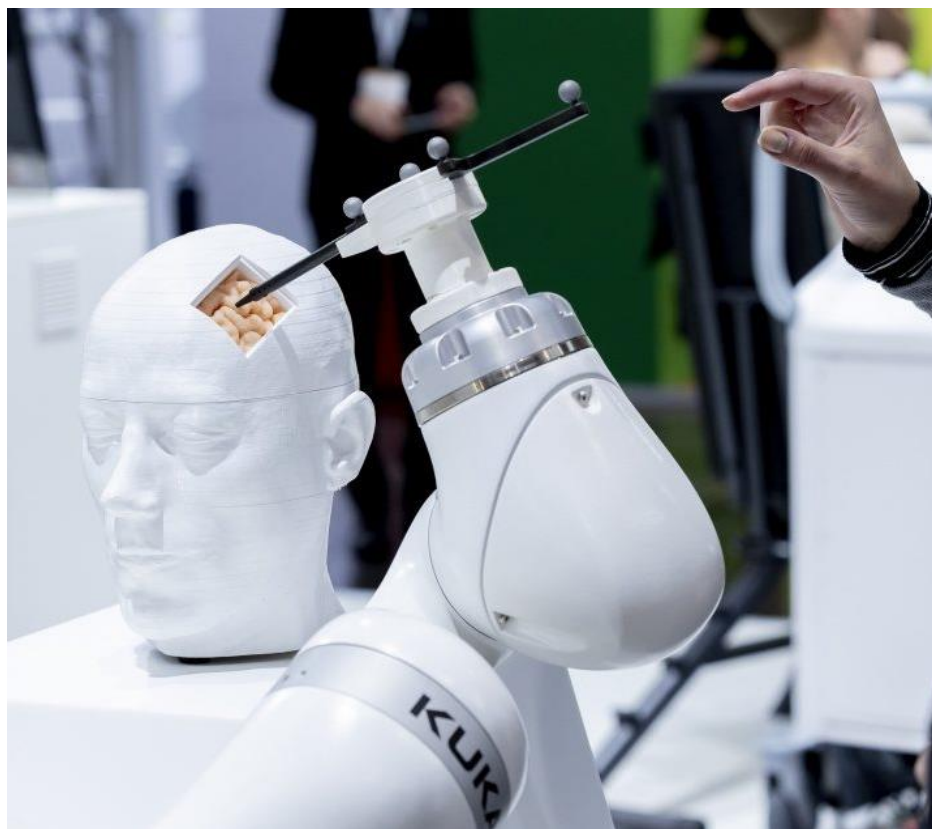
GREEN MATERIALS

Healthcare uses a significant amount of resources, especially in materials for diagnostics, treatment, and daily patient care. Once used, these materials are often discarded and burned for hygiene reasons. Can we find better ways to recycle them? Additionally, exploring alternative materials could improve both recycling and production processes.
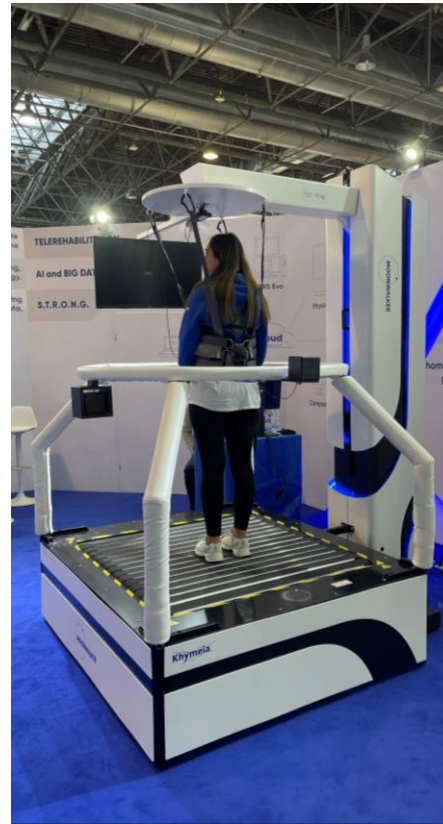
M-HEALTH AND WEARABLES

M-Health, apps and wearables are revolutionizing the way people monitor, diagnose and treat their health. This change brings opportunities, such as improved autonomy and preventive measures by users, but also challenges regarding data protection and trustworthiness of diagnostics.

SPORTS MEDICINE

New Aequi Flex

In the world of sports medicine, everything revolves around data - be it in elite sports, individual training, prevention or rehabilitation. Performance is continuously measured and tracked, and this is where wearables, artificial intelligence and other technologies play a crucial role.

VR AND AR

Virtual Reality (VR) and Augmented Reality (AR) are making waves at Medica, being increasingly utilized for medical staff training, surgical planning, and patient therapy. In medical training, VR and AR provide an interactive and realistic learning environment, refining healthcare professionals' skills in a virtual setting. They also contribute significantly to enhancing surgical precision and efficiency through detailed visualizations.
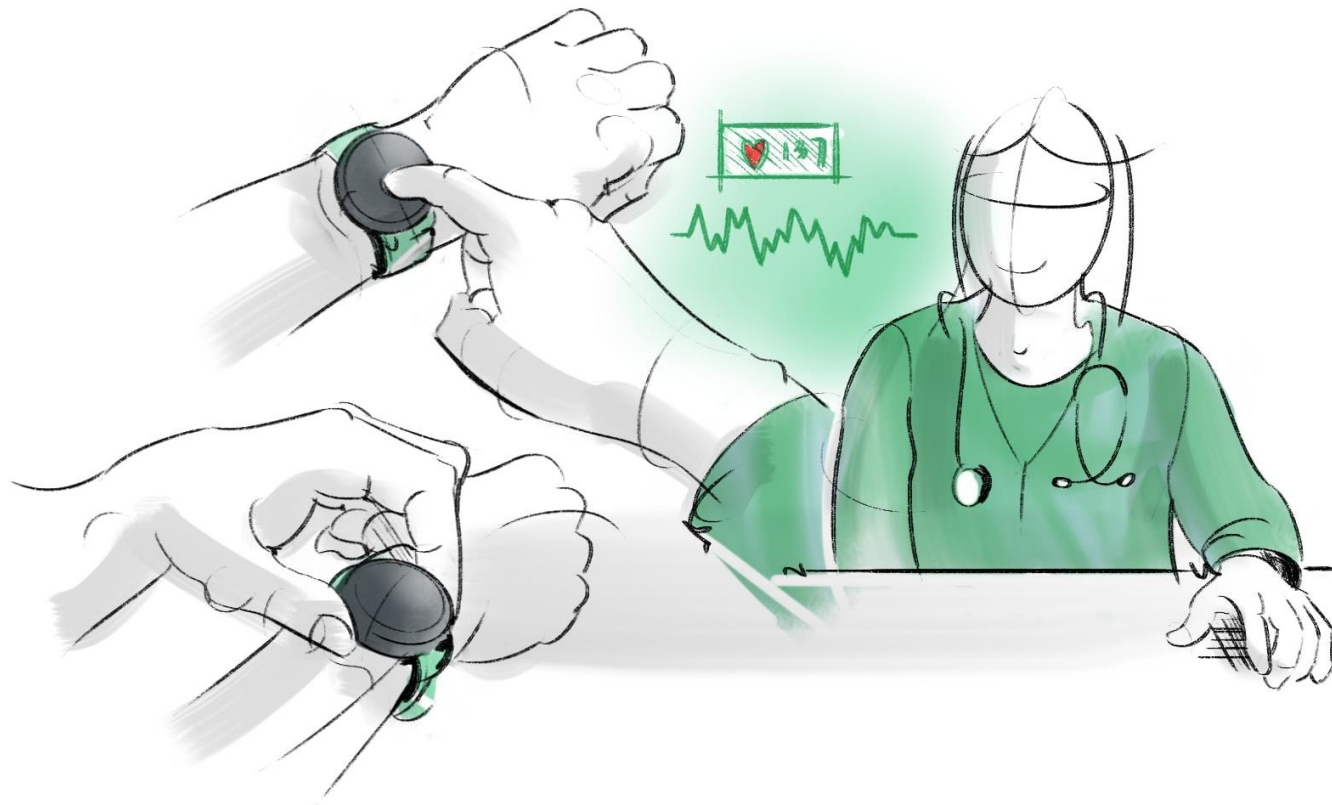
HUMAN-CENTERED DESIGN (HCD)

Human-Centered Design (HCD): The use of HCD principles remains a foundational approach in designing medical products. This involves integrating HCD principles with a focus on a profound understanding of the needs and experiences of both healthcare professionals and patients. The goal remains to create products that authentically resonate with users.
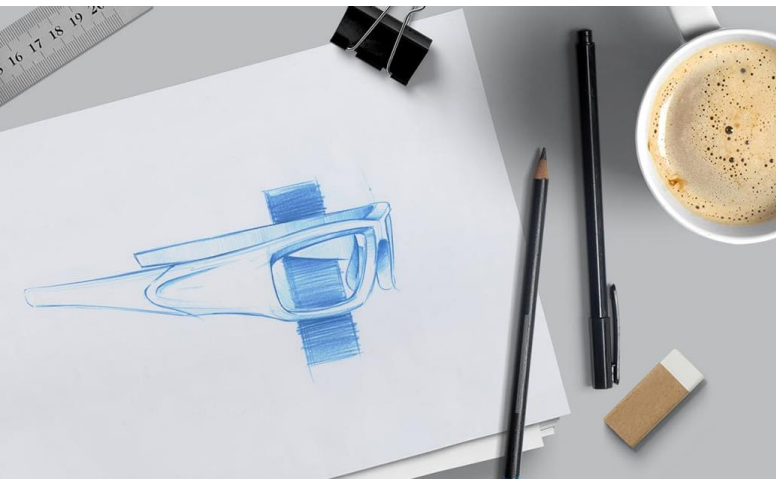
EXOSKELET
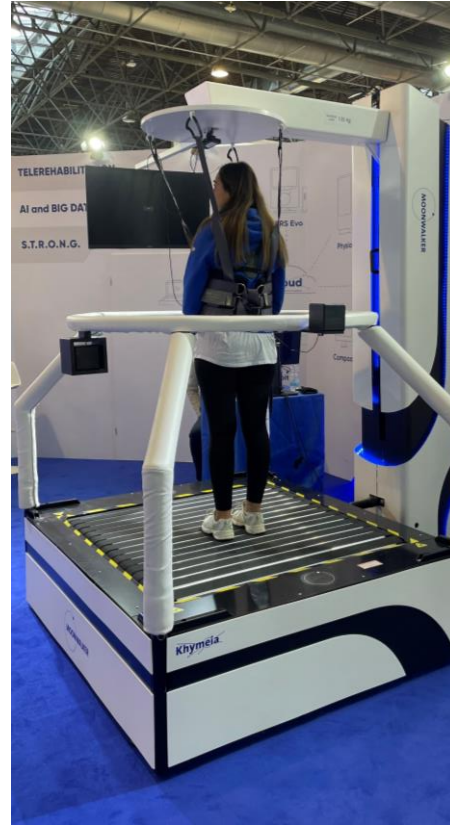
Exoskeletons, wearable robotics that transform mobility, find application in both the medical and industrial sectors. They enhance physical strength and accelerate rehabilitation. In industry, these devices reduce physical strain on workers, boosting productivity.

WANT SOME MORE TRENDS
FEEL FREE TO CONTACT US

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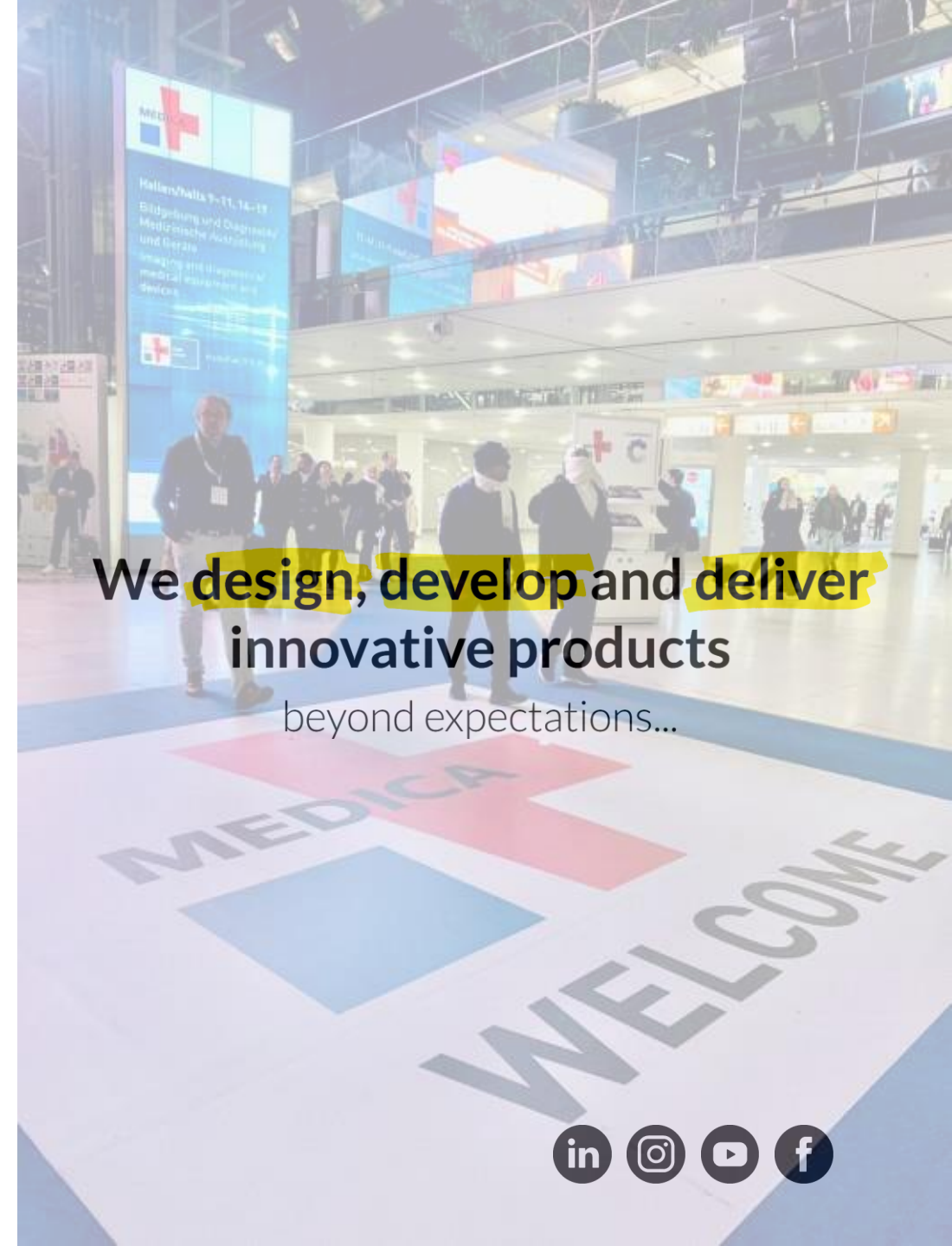5706 ST, Helmond, NL

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