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23-25 JAN.
2018
—
The EGG
BRUSSELS

Big Data
a Strategy Tool
For MedTech Business



A MedTech Europe event

The MedTech Forum

bringing HealthTech stakeholders together

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We are at the Threshold of a new era in MedTech

Why?

Technology Convergence

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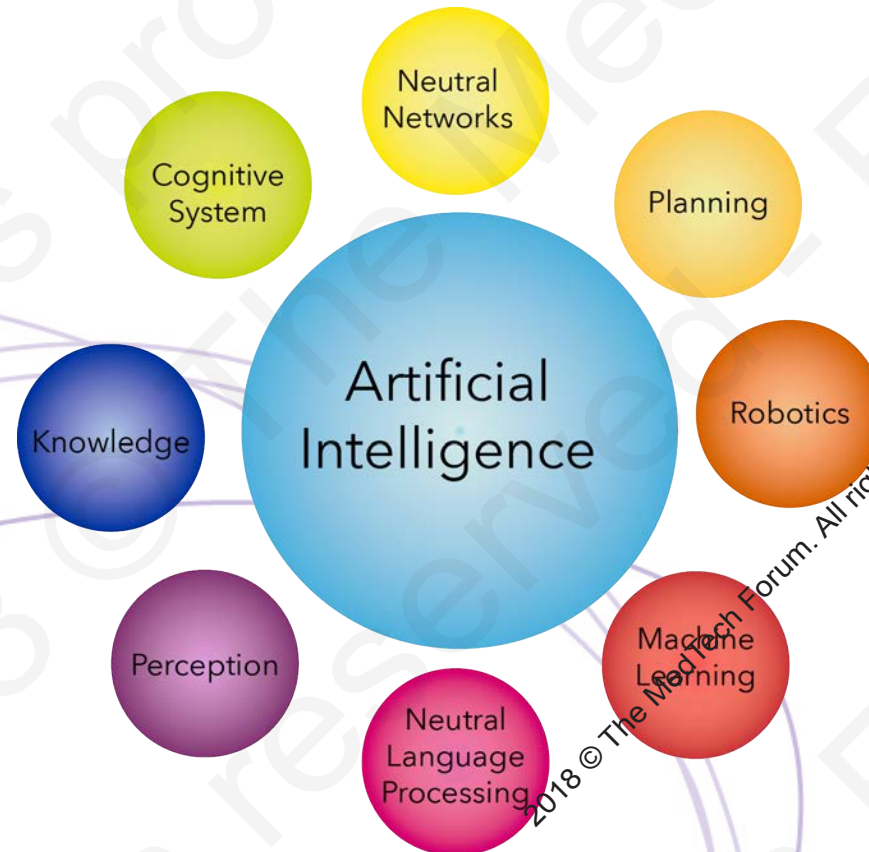
Technology Convergence

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.



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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

Use
Experimentation

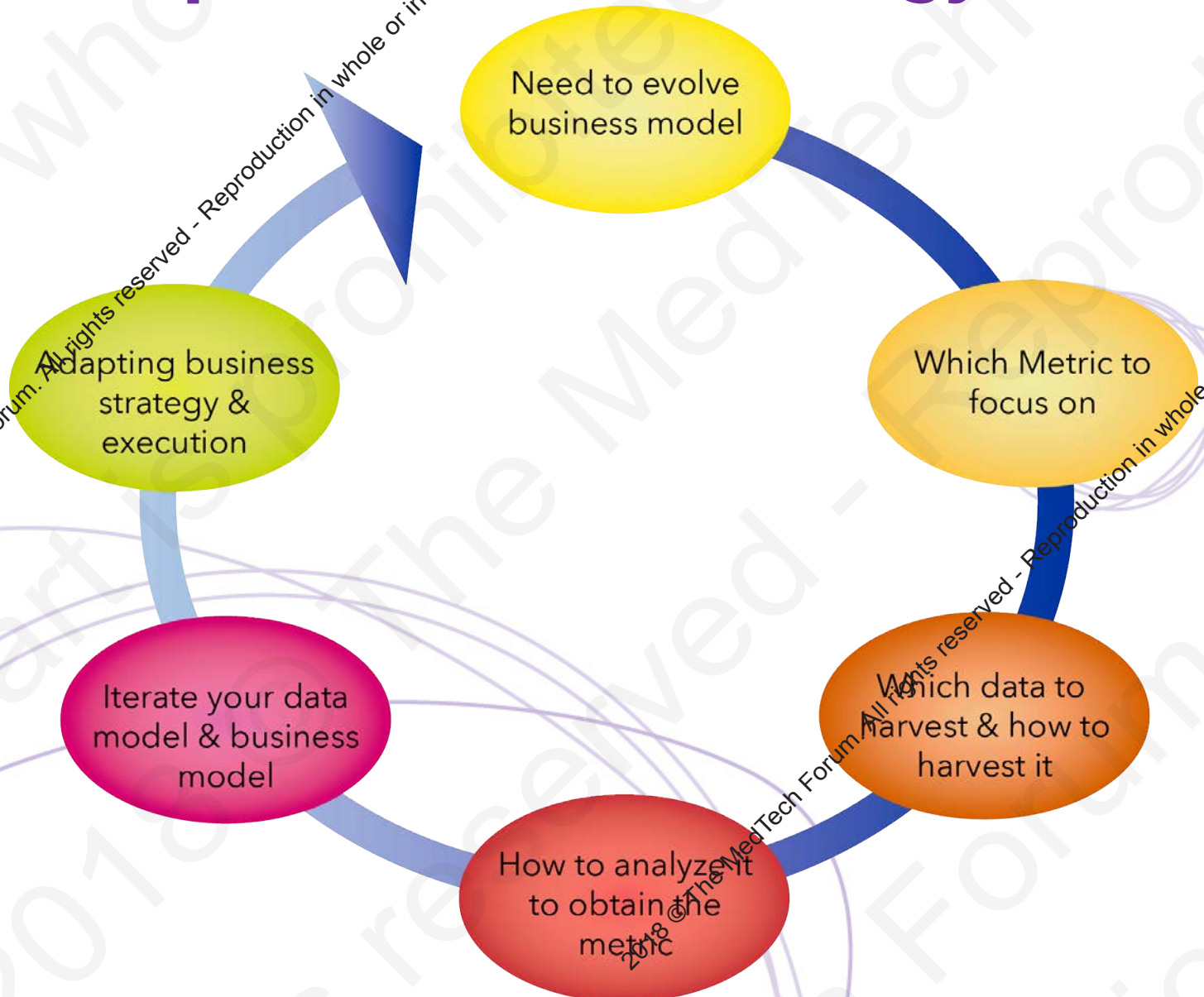
Find the right
metric

Focus on that
metric to create
value

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A Data inspired Business Strategy for MedTech



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