



H2 BECOME A HEALTHY CYBORG STARTING WITH TODAY'S POSSIBILITIES.

18.11.2019 | Dr. Sinan Perin, Mohammed Derouich | **MEDICA CONNECTED HEALTHCARE FORUM**

Demand, therapy options and complexity are increasing.

Multimorbidity is increasing globally, likely driven by the aging population but also by factors such as a high body-mass index, urbanization, and the growing burden of NCDs (such as diabetes).



The **medical progress** regarding the knowledge on **disease patterns** allows a more individualized view of illnesses that require a **differentiated therapy**.

Increase in individual health data due to **wearables** collecting data constantly. Furthermore, all measurement values, images, medical histories, diagnoses and previous treatments will be available as digital data sets.

Everyone will show you these slides
in the next three days.

Now to something completely different...

I am a diabetic.

I am one out of 60 million European diabetics and I must increase my fitness to mitigate the side effects, but ...



During physical exertion, carbohydrates are consumed at a high level.



I must eat food with carbohydrates to ensure physical stamina ...



...and afterwards, the reserves need to be restored.



But the lack of an automated regulating system requires me to monitor my blood sugar.
Dangerous hypoglycemia must be avoided!

No matter what the technology easing my condition is,
I will buy it! -That's the healthy cyborg trend.

An example of healthy cyborg gadgets based on available technologies.

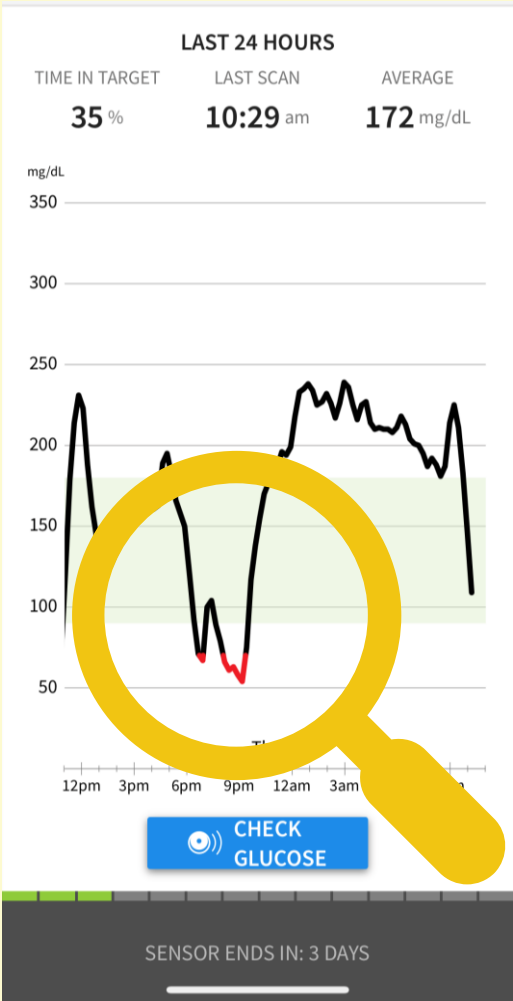
marenas SWEET SPORT APP uses existing wearables & sensors.



Dexcom®

eversense®

FreeStyle Libre 



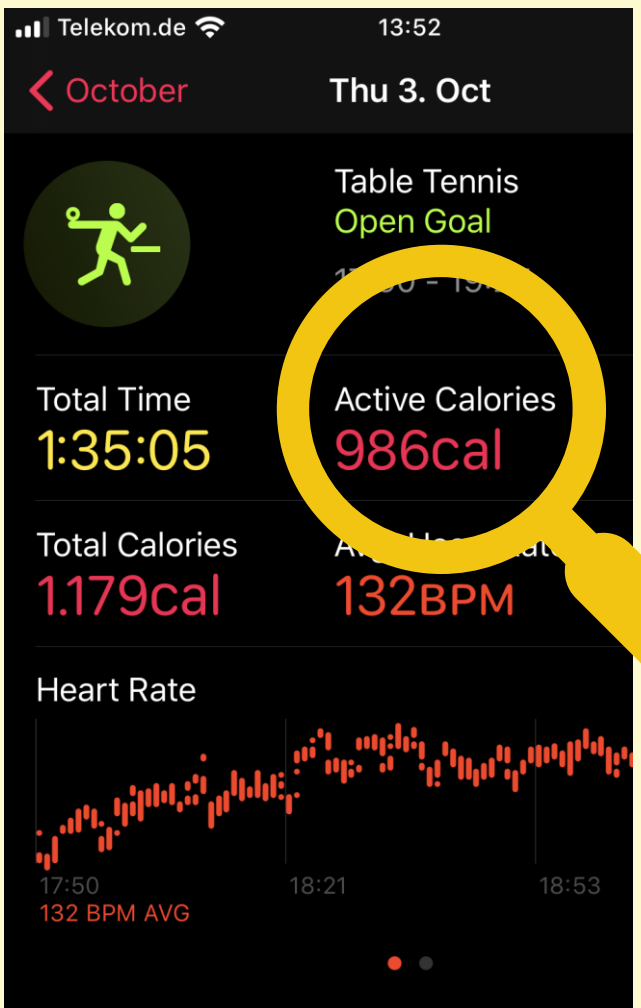
Samsung
GALAXY Gear

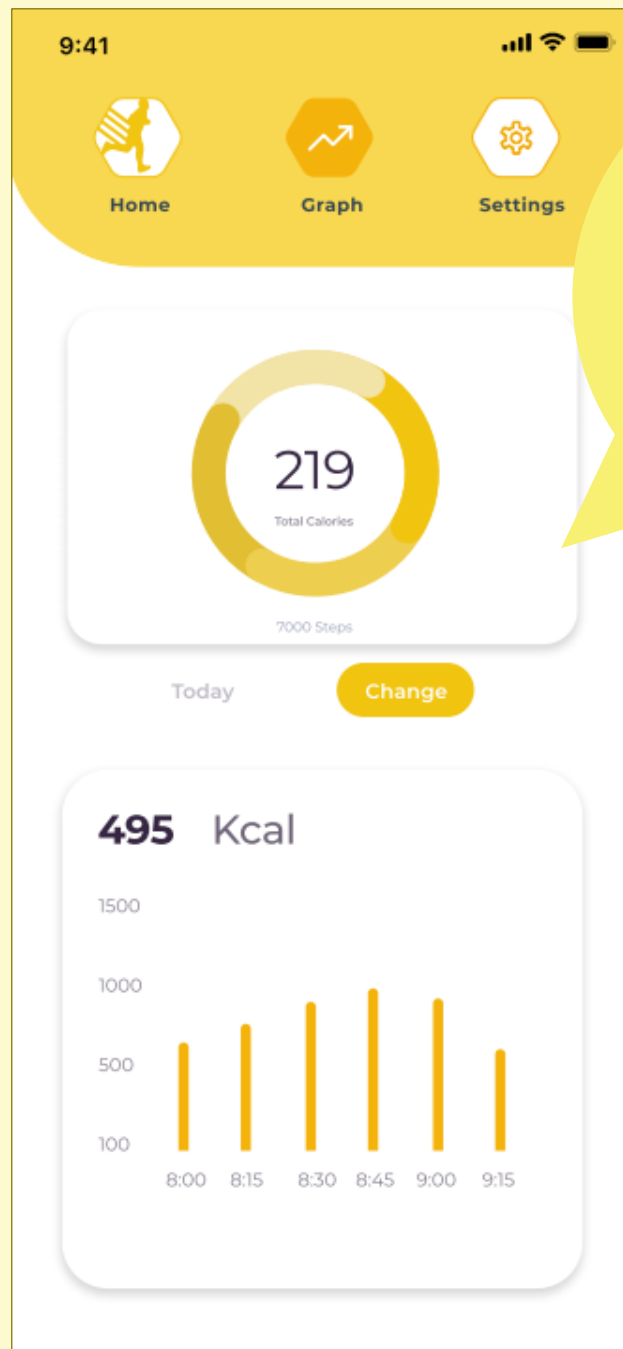
fitbit

POLAR®

WATCH

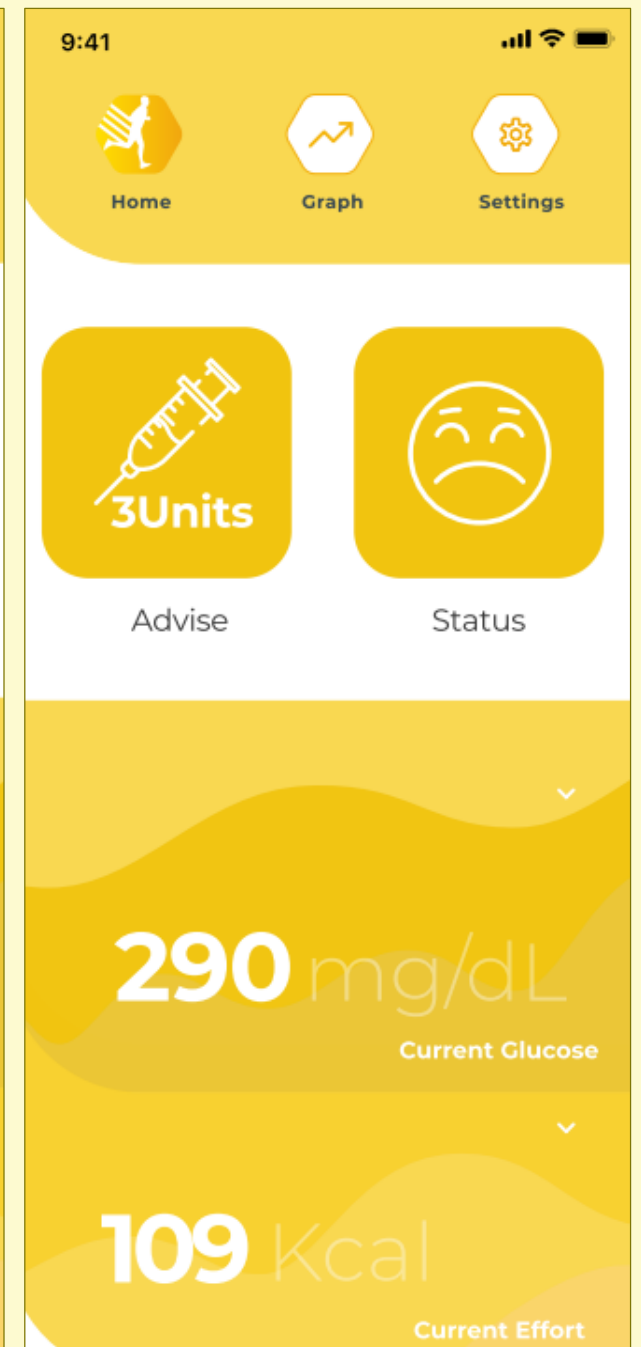
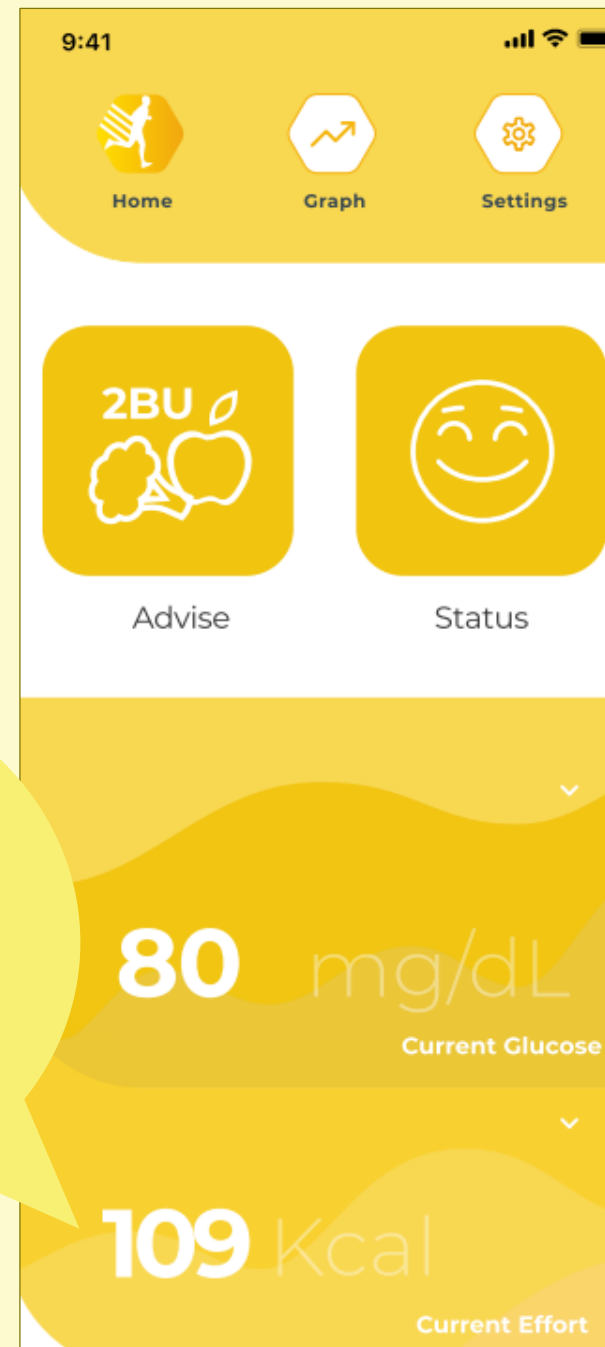
GARMIN™

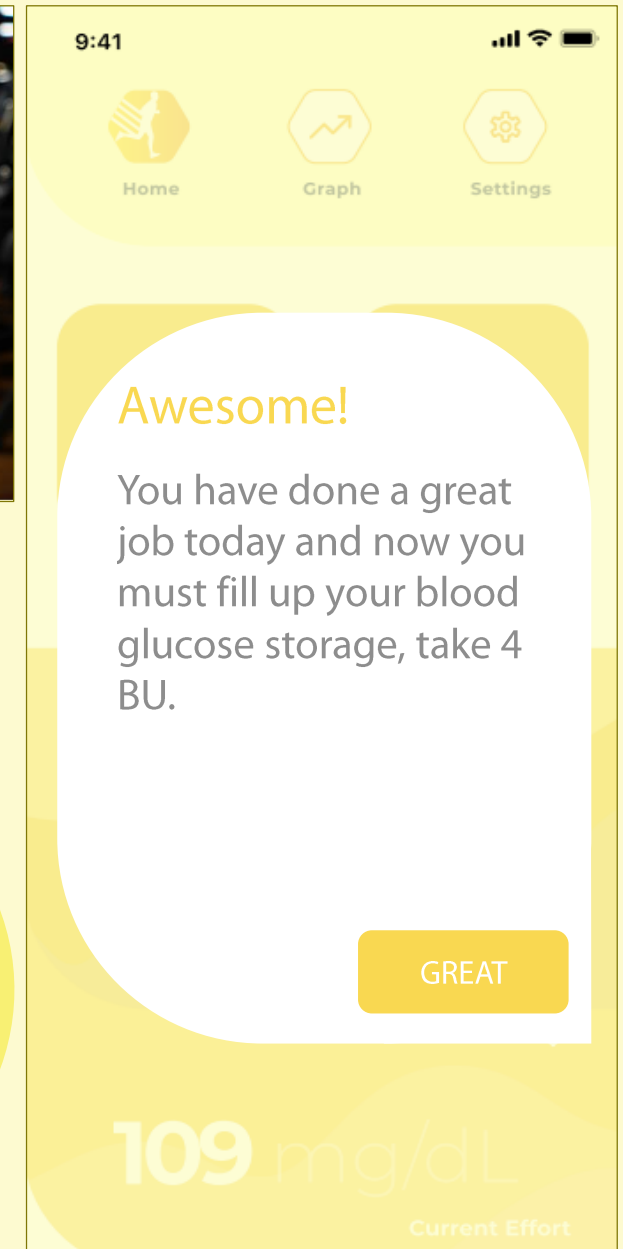
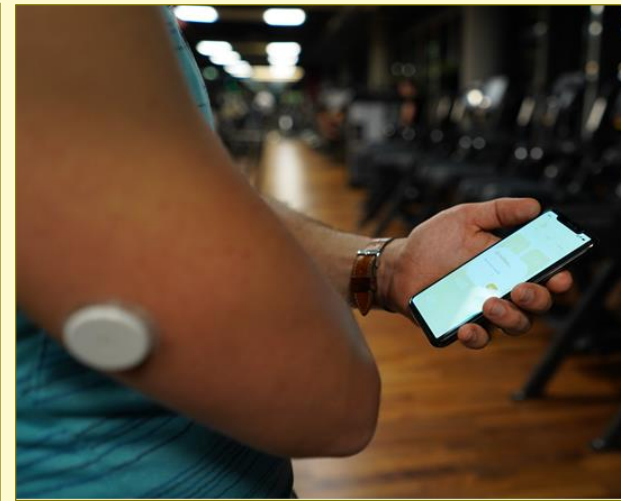
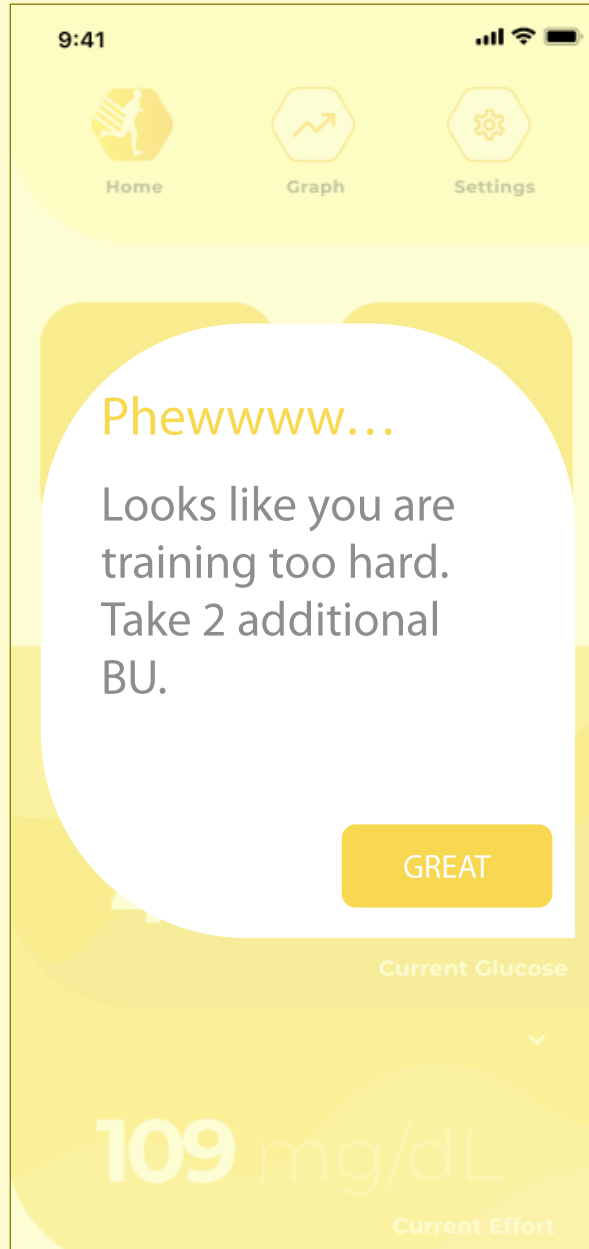
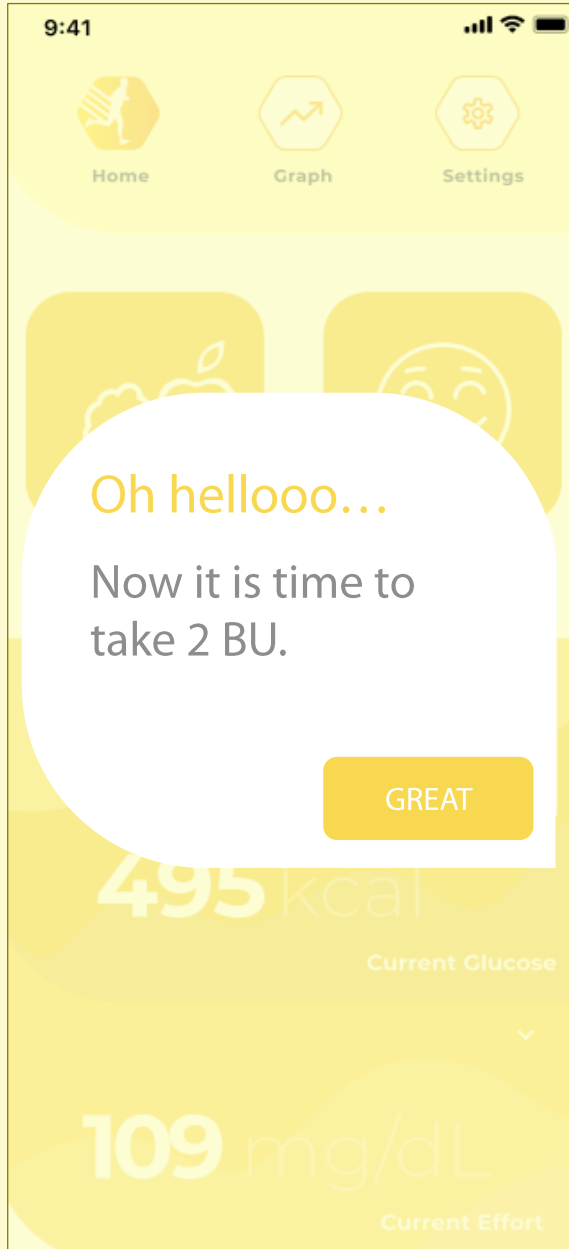




SWEET SPORT
analyzes my past
workouts and
plans my next
workout.

SWEET SPORT
tracks blood
sugar and
workout
intensity /
duration.

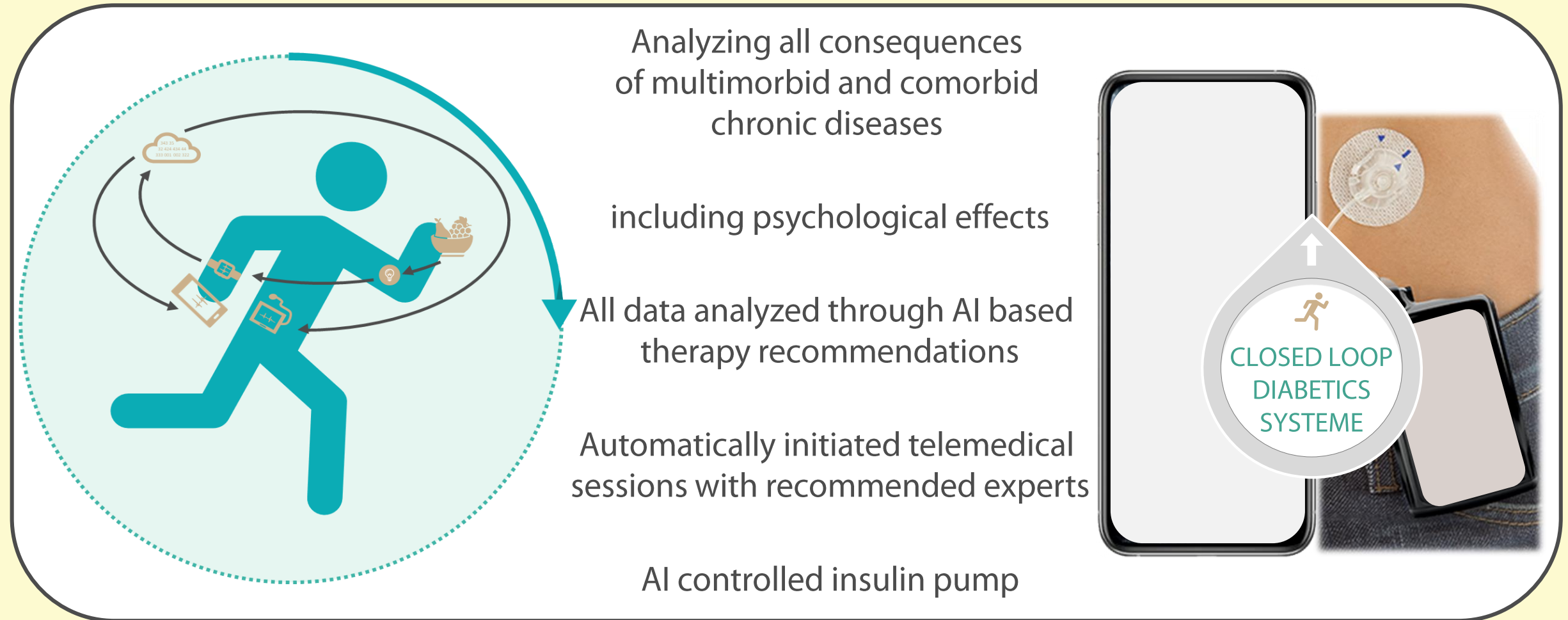




Based on tracking
SWEET SPORT
gives
recommendations
at the right time.

I am a greedy healthy cyborg...

Vision, Healthy Cyborg 202x'.



We will see a shift away from a system of sick care to one of health care with the final comprehensive service 'Healthy Life'.

The greedy cyborgs will turn the health care market upside down.

I will choose the best treatment to digitally cover all my bases.

The web platform owner will decide whether you are in the game or not.

Be prepared!
 marenas

You can either be an active player or supplier of human resources, hardware or chemicals.

You must work with new players of different sectors, sizes and business models joined in the cloud.