

Beurer and Medisanté join forces in Europe to deliver a seamless and secure device experience in virtual care

Ulm (Germany) and Lucerne (Switzerland), 15th November 2022 – Beurer is adding the first few cellular devices “powered by Medisanté” to its broad portfolio in order to enable a seamless and intuitive user experience for patients suffering from chronic diseases. These devices are intended to work right out of the box without the need of a complex onboarding process or additional smartphone apps, which makes them a perfect companion for elderly or less tech-savvy users.

Beurer relies on the medical IoT cloud infrastructure (M+ Hub) of Medisanté to connect and manage its new IoT devices over a private cellular network for remote patient monitoring (RPM) and decentralized clinical trials (DCT). Beurer and Medisanté combine a unique set of capabilities in remote device monitoring (RDM) and device logistics, which deliver B2B organizations in healthcare and life sciences the lowest devices’ total cost of ownership (TCO) in virtual care.

Beurer, a long-established market leader that is synonymous with health and well-being, and Medisanté, a Swiss-based global innovator in medical IoT, today announced a collaboration agreement that enables a seamless and secure IoT data collection in near real time by healthcare professionals & care teams as care delivery increasingly goes virtual after the global pandemic of COVID-19. As a leader in Europe for products in the home such as blood pressure monitors, bathroom weight scales or flexible heating, Beurer constantly evaluates how to extend its product portfolio to serve new use cases. In the wake of the pandemic, it has become obvious that telemedicine is here to stay after tele-consultations went through the roof. The next wave of adoption is expected to be remote patient monitoring (RPM) and decentralized clinical trials (DCT), where personal health devices become the new data collection engine for care teams in their health IT systems while concerns about security, privacy and inclusion need to be addressed.

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Medisanté received in 2019 the global connected health trailblazer award from Personal Connected Health Alliance (PCHA), a subsidiary of HIMSS, for its work on direct2cloud connectivity in virtual care and was recognized by IoT Analytics in 2020 as one of the top two hottest IoT platforms in healthcare. To enable the hospital at home, its global medical IoT cloud infrastructure connects and manages over a private cellular network a growing range of IoT devices that are provisioned by healthcare providers and require no configuration by the patients. It delivers IoT data “as a service” to care teams in the virtual care platform of their choice.



According to Marco Buehler, the CEO of Beurer: "Cellular-enabled weight scales and blood pressure monitors deliver a seamless and secure device experience to elderly chronic patients in remote patient monitoring. To better serve the emerging market of telemedicine devices, we decided to collaborate with Medisanté and their innovative medical IoT cloud infrastructure. We expect new remote patient monitoring reimbursement policies in countries like Germany, France or the Netherlands to boost adoption of such devices in the coming years".

"This ground-breaking collaboration between Medisanté and an industry leader in home medtech such as Beurer is a further validation of our medical IoT cloud infrastructure strategy. As healthcare providers across Europe start to implement



virtual chronic care programs in the wake of the pandemic, we are committed to delivering a seamless device interoperability to their virtual care platform providers and to minimizing their devices' total cost of ownership (TCO) in partnership with Beurer", so Gilles Lunzenfichter, the CEO and co-founder of Medisanté.

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About Medisanté Group AG

Medisanté is a Swiss-based global innovator in medical IoT that is also part of the French PariSanté Campus Healthtech ecosystem. It enables the hospital at home with global medical IoT by keeping the device experience simple and secure at scale in virtual care. Medisanté Hub (M+ Hub), its global medical IoT cloud infrastructure on AWS, redefines device interoperability in virtual care and enables remote device monitoring (RDM) across country and vendor silos. It connects and manages a growing range of IoT devices and gateways over a private and global cellular network. M+ Hub delivers medical IoT data "as a Service" to care teams in the 3rd party compliant platform of their choice and lets them scale remote patient monitoring (RPM) or decentralized clinical trials (DCT) with no compromise on security, privacy, or inclusion. For more information, please visit: www.medisante-group.com.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is a market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio, which is under constant development in all areas, offers products for use in the home. It includes: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, beard and body care products for men, a BabyCare line, an ovulation thermometer, a fertility set, activity sensors and heart rate monitors. USB ports and *Bluetooth*[®] make it possible for a growing number of Connect products to be connected to the expanding Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,700 people. You can find more information at www.beurer.com.