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Medical technology industry's long-term growth at risk

The global medical technology (medtech) industry's long-term growth outlook is at risk due to underinvestment in digital capabilities, competition from technology companies, and the growing need to demonstrate better outcomes, according to "Pulse of the Industry," the 2018 EY medical technology industry report. "Medtechs continue to use conventional strategies, such as buybacks and tuck-in acquisitions, to create scale in must-win therapeutic areas to grow," Pamela Spence, EY Global Life Sciences Industry Leader, said in a statement. "However, as the shift of power from providers and payers to patients and consumers continues, this business-as-usual approach no longer works. Medtechs must invest in new data and customer-centric capabilities to build stronger ties with consumers or risk being ousted by technology companies and other entrants from outside the sector. To succeed in the digital future, medtechs will be judged not only on the safety and efficacy of their devices and tests, but on their ability to capture and deploy insights from these products to inform care delivery, with a growing emphasis on coordinated care."

Nurses innovate

Johnson & Johnson has invited the more than 3.2 million nurses throughout the U.S. to submit ideas for new devices, health technologies, protocols or treatment approaches that have the power to profoundly impact patient care and human health. The nursing innovators with the best idea(s) will receive up to \$100,000 in grants and access to mentoring and coaching from Johnson & Johnson, via Johnson & Johnson Innovation. Click [here](#) for more information on the Johnson & Johnson Nurses Innovate QuickFire Challenge.

A time and a place for non-traditional players

Hospital business leaders are open, and even optimistic, about the benefits of innovation from non-traditional healthcare players, such as Amazon and Apple, according to a report from Captains of Industry, a marketing consultancy, reports Healthcare Informatics. The research, which included interviews with hospital leaders in 11 hospitals in the Boston area, identified a gap between where hospital executives expect Amazon to debut in the marketplace and the areas where the market truly desires innovation. Principally, while hospital executives anticipate Amazon entering healthcare through supply chain and retail initiatives, the majority of respondents pointed to consumer-facing healthcare IT as the area most in need of transformation. Download the study [here](#).

Cybersecurity is slow going

A survey of healthcare IT executives found that 18 percent of provider organizations had medical devices impacted by malware or ransomware in the last 18 months, although few of these incidents resulted in compromised protected health information or an audit by the Office for Civil Rights, U.S Department of Health and Human Services. Only 39 percent of respondents said they were very confident or confident that their current strategy protects patient safety and prevents disruptions in care. Although organizations are making headway developing and maturing their overall security programs, progress has been slow, particularly when it comes to securing medical devices. The survey was conducted by KLAS Research in collaboration with the College of Healthcare Information Management Executives (CHIME).

Innovation in pediatric devices lags behind adult

Development of pediatric medical devices lags behind that of adult devices by five to 10 years. Of the 66 devices approved by FDA via premarket approval and humanitarian device exemption pathways in 2017, just 18 were indicated for use in a pediatric population. Most of the remaining approvals had potential for use in a pediatric subpopulation, FDA Commissioner Scott Gottlieb told a recent public workshop convened to discuss the issue, pledging to boost the agency's efforts to improve those numbers. For full proceedings, click [here](#).