Connected Patient Platform: Commercial Imaging Solutions

Preoperative Planning

Medidata is committed to supporting medical device companies to achieve their goals of improving patient care and delivering life-changing devices to market. For over 20 years Medidata has focused on providing medical device and life sciences companies around the world with the tools they need to meet their goals. Medidata powers initiatives of 9 of the top 10 medical device companies, and processes nearly half a billion medical images annually[1].

The Medidata AI Connected Patient Platform combines real-time sharing of medical images, patient data, and video collaboration with robust viewing and analysis tools to enable faster, more efficient, and more effective preoperative planning for medical device representatives, surgeons, and healthcare providers.

The Connected Patient Platform for commercial imaging eliminates common pain points of the preoperative planning process. Improving the quality of the preoperative plan, and reducing time and costs for both healthcare providers and medical device companies.

Challenges with Medical Imaging in Preoperative Planning & Custom Device Manufacturing

Traditionally, preoperative planning has been a manual process — manual acquisition and delivery of patient data and medical images, in addition to manual analyses and evaluation of patient information.

This creates numerous inefficiencies that add costs and delays, compromises quality, and consumes the valuable time of medical device representatives, surgeons, and healthcare providers. These challenges include:

- Medical device representatives driving to physicians' offices to acquire or review patient data and medical images

- Shipment of CDs among imaging centers or radiology, surgeon, and medical device companies

- Lack of security and HIPAA compliance such as texting of medical images by medical device representatives and healthcare providers

- Inefficient collaboration and inability to leverage all clinical resources

- Inability to precisely measure anatomy and identify achievable surgical corrections

- Lack of visibility and documentation of activity

- Limited ability to support custom instrument and implant manufacturing
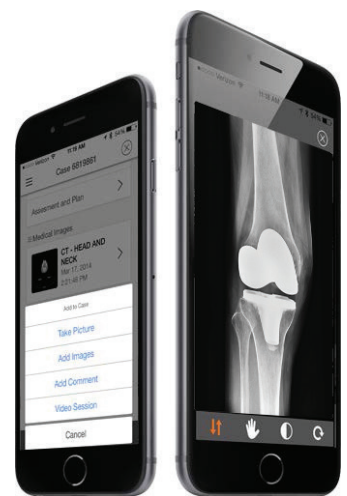
Medical Device Representatives

Spend valuable time on direct selling opportunities and high quality, high value support activities market.

Surgeons and Healthcare Providers

Rapidly create an optimized presurgical plan, supporting their goals of improving patient outcomes and reducing costs.

Rapidly create accurate and precise custom surgical instruments and medical devices.

Benefits of Imaging Commercial Solutions

The Connected Patient Platform for commercial imaging provides value to all involved in the preoperative planning and custom device manufacturing process:

Medical Device Representatives

Spend valuable time on direct selling opportunities and high quality, high value support activities:

- Eliminate time spent driving to physicians' offices to acquire or review patient data and medical images

- Ensure HIPAA compliance, eliminate common non-compliant activities like text messaging of photos

- Rapidly leverage depth and breadth of clinical knowledge across the organization

- Gain visibility into lost opportunities and non-addressable surgical cases

Surgeons and Healthcare Providers

Rapidly create an optimized pre-surgical plan, supporting their goals of improving patient outcomes and reducing costs:

- Real-time collaboration with peers and medical device representatives

- Real-time access to all information necessary for preoperative planning

- Robust tools to analyze images and determine a optimal preoperative plan

Custom Surgical Instrument and Medical Device Manufacturers

Rapidly create accurate and precise custom surgical instruments and medical devices:

- Real-time access to original and annotated images

- Precise measurements of anatomy, surgical approach and correction, and medical device materials and sizing

Medidata allows you to create added value for your surgeons and make your sales teams more efficient.

1. Data on file.