

O setor de saúde conta com uma evolução de produtos razoavelmente devagar, se comparado com outros setores da economia. No entanto, a complexidade do setor e o respeito ao método científico na identificação e criação de um produto também têm maior impacto que nos outros segmentos.

Alguns produtos são considerados incrementais e não necessariamente fecham um gap ou atendem a uma necessidade de grande valia. Outros são extremamente inovadores e resolvem problemas bastante complexos do setor, como acesso a informação, diagnóstico precoce, comunicação entre profissionais e outros.

Dentre as gigantes que estão mudando a saúde, temos nomes como a IBM e GE Healthcare, que desenvolveram grandes produtos nos últimos anos. No caso da IBM, o produto é o Watson, um supercomputador de inteligência artificial que pode processar até 500GB de dados por segundo. Um dos usos mais incríveis está no consumo e seleção de artigos científicos para que não precisemos ler todas as pesquisas científicas que saem em revistas. Mesmo que quiséssemos, dificilmente isso seria possível para um profissional de saúde.


Outro exemplo é a Esri, que existe desde 1969 e criou um mapa interativo para estudo das condições de risco em saúde. Um produto deste tipo pode verificar a distribuição e evolução de uma doença geograficamente, auxiliando equipes de saúde pública e até órgãos internacionais, em casos como o Ebola.

Entre as mais novas, temos a Neurovigil, que surgiu em 2009, e criou o iBrain, um dispositivo que mede a atividade cerebral enquanto o portador está dormindo e pode identificar doenças e alterações de funcionamento. Cerca de 2 bilhões de pessoas sofrem com alterações cerebrais e um diagnóstico precoce pode ser um grande diferencial no tratamento.

Diferentes tipos de produtos podem ser vistos no infográfico abaixo, criado pela Accelerated BSN:

10 COMPANIES THAT ARE TRANSFORMING HEALTHCARE

The future of healthcare will be determined by how efficient, cost-effective, and comprehensive new treatment innovations are. Numerous companies are stepping up to the challenge and reshaping the way we receive medical attention. See the companies leading the charge in the healthcare revolution!



Healthcare Innovation crowdfunding platform


Healthcare-related projects are hosted on the site, seeking private contributions to help meet the projects' goals.

These can include:

- Medical devices
- New therapies
- Health campaigns
- Healthcare apps
- Drug development
- Funding for improvements

Sample success stories:

- The Kidney Coffey: **\$10,948 raised**
- braGGS: **\$10,133 raised**
- ovado: **\$7,407 raised**



Point-of-care mobile software

Connecting medical providers with on-demand drug-to-drug interaction information


200,000: Annual number of deaths from medical errors

16.6 mil: Number of adverse drug reactions reported in 2011

More than **1 million** active members

50% of U.S. physicians

#1 most innovative healthcare company by **PEWRESEARCH**



Delivers interactive mobile health services

Mobile education: **TaxiBaby**


Sends regular pregnancy-related health messages to expecting mothers

Other areas of education:

- Smoking cessation
- Diabetes
- Children's health
- General well-being

Voxiva's awards:

- #3** most innovative healthcare company by **PEWRESEARCH**
- Department of Health and Human Services **Innovation Award**
- Public Relations Society of America **Silver Anvil**




Delivers safe, single-use syringes

Provides education to medical practitioners around the world about the risks of reusing syringes

Annual effects of unsafe injections:

- HIV infections: **230,000**
- Hepatitis B infections: **21,000,000**
- Hepatitis C infections: **1,000,000**
- Deaths: **1,300,000**

Every 24 seconds someone dies from an unsafe injection




VSCAN: A palm-sized ultrasound machine providing instant visuals of internal organs

Works quicker, more efficiently, and more effectively

Clinical applications:

- Cardiac
- Abdomen
- Urinary bladder
- OB/GYN
- Pediatric


Allows doctors the ability to more quickly provide a diagnosis and treatment options



The technology merges neuroscience with a non-invasive wireless brain recording device and advanced algorithms

2 billion: Global number of people suffering from a brain or nervous system disorder

The brain headband is worn during sleep, recording and analyzing brain waves to help identify disease




WATSON: A powerful artificial intelligence computer system capable of communicating in natural language

Watson can access far more medical research than any single physician can, allowing for the best diagnosis and course of treatment

One study found that doctors are confronted with an average of **1,100** questions each day

64% are now answered




"Disease surveillance" helps track a disease's spread geographically

This innovative approach to public health delivers:

- Cost savings
- More informed decision making
- Increased public health

Average savings after implementation

Esri provides interactive maps that can be programmed with region-based health risk information




Smart prosthetics powered by kinetic technology

Onboard computers adapt to individual movement style, such as **gait**

Capable of functioning in multiple environments and terrains

The **onboard computer** can learn and improve and adapt



Streamlines and saves:

- 12%:** Average increase in revenue
- 3.8%:** Average increase in patient volume
- 16%:** Average decrease in no-shows

38,145: Number of medical providers already using athenahealth

Cloud-based management solution

athenahealth takes care of the life-prolonging inefficiencies of administrative and recordkeeping tasks, freeing healthcare providers to see more patients

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