

A Rapidly Changing Healthcare Landscape Demands a New Approach to Product Innovation

The healthcare industry is changing in dramatic ways with significant implications for the development of complex medical devices and clinical solutions.

How will this shift impact your product development strategy and what do you need to do differently to compete more effectively?

New approaches to innovation must address the demands of a rapidly evolving marketplace:

- ▶ Collecting, storing, safeguarding, sharing, and analyzing more data from more sources
- ▶ Digital-first mindset to development roadmaps
- ▶ Leveraging MIIoT connectivity of smart devices inside and outside the hospital, clinic and laboratory
- ▶ Managing the proliferation of patient devices and connected wearables
- ▶ Cybersecurity for large-scale complex distributed healthcare ecosystems



Loft and MedAcuity offer a true synergy of capabilities and expertise that span the full development lifecycle

Working at the intersection of healthcare, technology and innovation, we are your partners in the design and development of next-generation software-driven medical devices and solutions with a focus on usability. With a unique combination of expertise in crafting custom software solutions, a robust understanding of human factors design and a passion for creating impactful user experiences, we can solve the most critical application development challenges facing the MedTech industry today.

Together, we can help bring your ideas to life—faster than you ever thought possible. [Let's get started.](#)

