

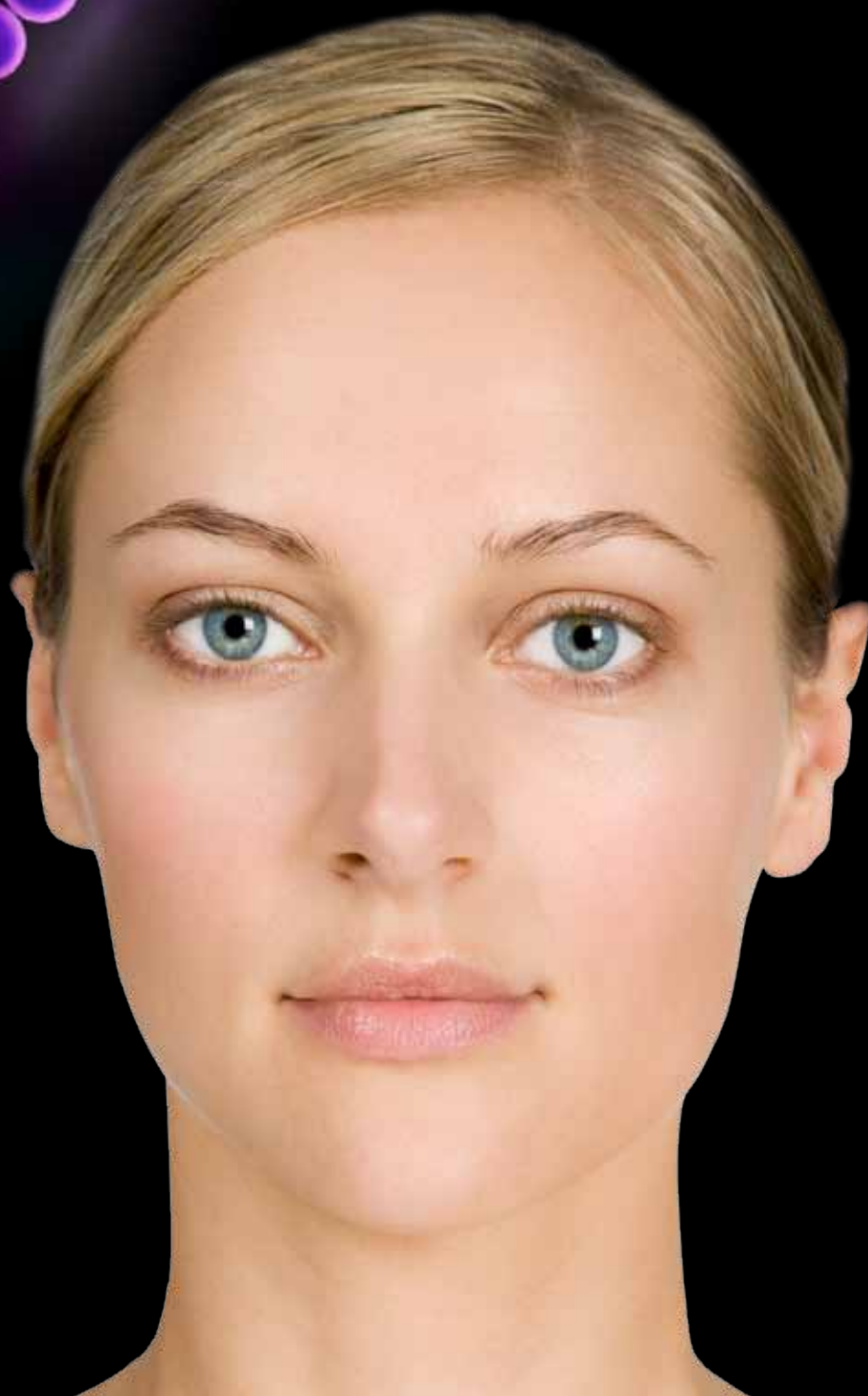


TQ

THE
QUINTESSENCE

of Healthcare

The Knowledge Magazine from EBV Elektronik



**In conversation with
Prof. Dietrich Grönemeyer | 8**

On the relationship between
people and medicine

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the Tricorder | 20**

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more intelligent

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Medical technology overcomes barriers

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Right-Sized Healthcare Solutions

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Solutions for Medical & Healthcare equipment

Features:

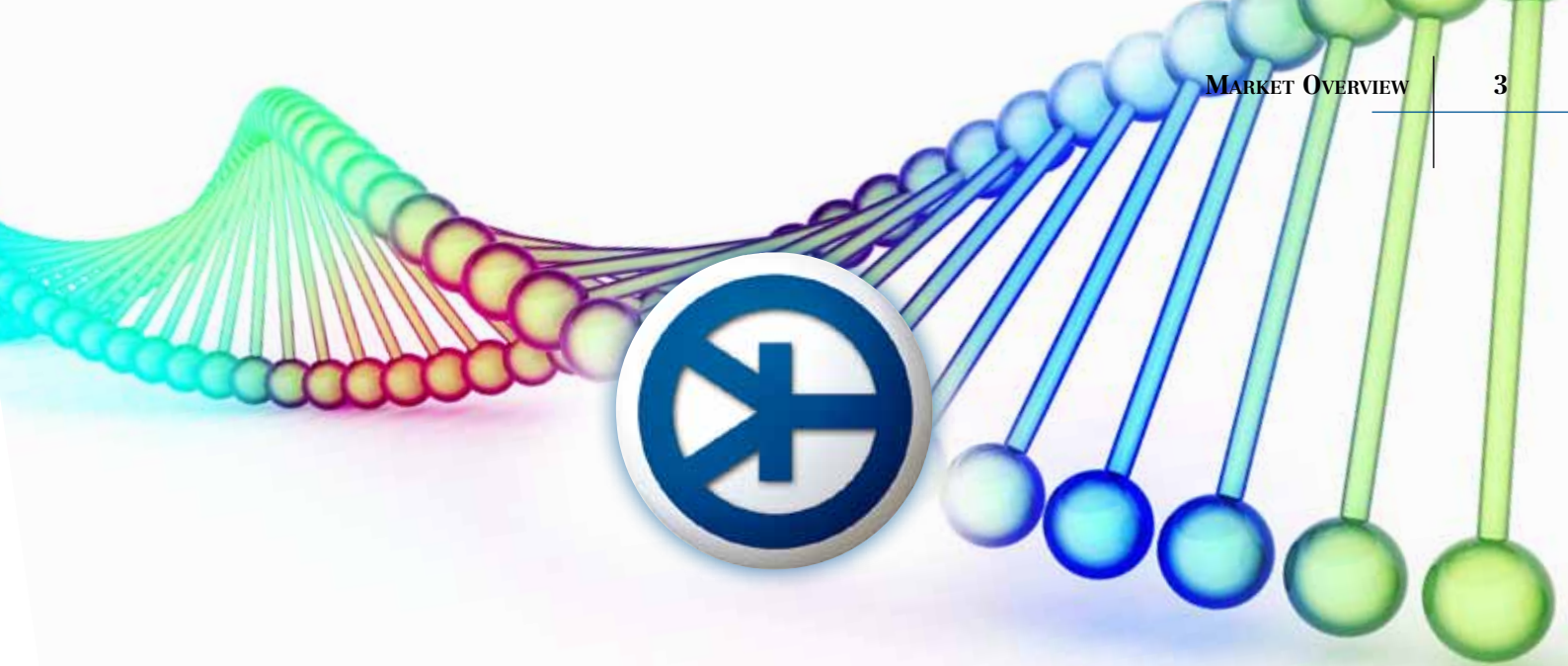
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- FRAM RFID
This product has high endurance and best gamma ray hardness



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DEMAND FOR HEALTHCARE GROWING WORLDWIDE

Growth in the healthcare market is being driven by three key factors: demographic shifts, rising prosperity in developing and emerging countries and advances in medical technology mean the sector is bound to play an increasingly significant economic role. According to the Organisation for Economic Co-operation and Development (OECD), spending on health is forecast to rise faster than growth in GDP through to 2050, and in some countries it will account for as much as 15 percent of total economic output.

The global demographic shift is having a dual effect: Firstly, the world's population is currently growing by some 78 million every year. So the market for healthcare products will be correspondingly larger too. Secondly, people in the established industrialised nations are getting steadily older: life expectancy is increasing by about three months every year. This is also boosting demand for drugs and medical devices.

But there are not just ever greater numbers of people living on earth; they are becoming more prosperous too. In countries such as India and China, a new, prosperous middle class is emerging which is able to afford more, and higher quality, healthcare.

At the same time, the medical technology sector is highly innovative, utilising technologies from a wide variety of fields. Diagnostic, therapeutic and preventive



procedures are increasingly based on the complex interaction between different technologies, with electronics playing a key role. Almost all innovation in the sector is based on electronics know-how.

The growing medical technology market is thus also highly attractive to manufacturers of electronic components and systems. According to a study conducted jointly by the German optical, medical and mechatronic technologies industry association SPECTARIS and the European advisory group kon.m, production and sales volumes of medical devices and instruments worldwide already amounted to over 280 billion US dollars in 2008.

In fact, between 2005 and 2008 the sector achieved consistent annual growth rates of up to six percent, outpacing global sales of industrial products. And in view of trends on the healthcare market, it is likely to continue doing so in future.

Wishing you success in claiming your share of that market, and of course good health too,

Slobodan Puljarevic,
President & CEO, EBV Elektronik

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ELEKTRONIK PRAXIS



DEAR READER,

The cover picture for this issue of ‘The Quintessence’ does not show any technology, but instead the face of a person in young years and in old age. What has this got to do with a technology magazine? It’s simple: Healthcare solutions focus on people. Today they are accompanied by medical technology their whole lives – and this will be even more so in the future. **High-tech solutions** ensure that childbirth proceeds more smoothly. Modern diagnostic procedures can help combat children’s diseases faster and better. In adulthood, modern technology helps alleviate the consequences of sports injuries or accidents. Among ageing people, modern implants and prostheses take over bodily functions ever more effectively. And innovative medical technology helps the aged or those in need of care to continue leading an independent and self-determined life. Ultimately, medical technology contributes to experiencing more healthy years of life, thereby increasing quality of life.

In this issue, we take a look at the advancements made in medical technology over recent years. Starting with **minimal-invasive surgery**, with which far more gentle surgery and faster healing is possible, to modern imaging techniques that form the basis for increasingly precise diagnoses. We report on robots in the operating theatre and on prostheses which can be controlled by thought. Another important area in our ageing society is telehealth solutions with which patients can be continuously monitored and cared for, also at home.

But for all the fascination inspired by the possibilities of modern medical technology – the focus has to be on people. **Prof. Dr. Dietrich Grönemeyer**, one of the best-known medical professionals in Germany, reminds us of this in the introductory interview. In his own institute, the co-founder of microtherapy combines ultra-modern technology with traditional naturopathy. The interview with Prof. Dr. Klaus Sames from the German Society for Applied Biostasis (DGAB) at the end of the magazine certainly sets a counterpoint: He believes so strongly in the continued advancement of medicine (and medical technology) that he wishes to have himself frozen after his death and is counting on the ability of future medicine to heal his diseases. This would bring mankind’s dream of eternal life a significant step closer.

You see, ‘The Quintessence’ has once again turned out to be an exciting magazine. As ever, I look forward to receiving your feedback and am grateful for suggestions on topics to be covered in future issues. You can contact me at bernd.schlemmer@ebv.com.

And stay healthy, because as you are well aware: the best therapy is still the one you don’t need!

Best regards

A handwritten signature in blue ink that reads 'Bernd Schlemmer'.

Bernd Schlemmer,
Director Communications, EBV Elektronik

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