

Redefine the product

NOW: SIMPLIFY

- **Rethink the product** to design for today's needs. Examine usage of non-compliant but fit-for-purpose products (e.g., N95 vs. KN95 masks).
- **Shift R&D mindset** from deep domain experts to teams with cross-industry partners and start-ups, keeping in mind the affordability of solutions. For example, Medtronic ignited collaboration by publishing an open source, low-cost, portable ventilator design.¹
- **Virtualize interactions** to allow clinicians and patients to communicate. For example, use telehealth to support implantable follow-ups and rehabilitation at home.
- **Leverage consumer health tech** where applicable (e.g., fitness and wellness trackers) to safeguard hospital staff, keep ICUs running and manage/monitor patients.

NEAR TERM: GO WHERE THE PATIENT IS

- **Roadmap improvements** for medical devices that need remote capabilities to improve the patient experience / safety.
- **Adapt your product support** to the delivery method, mode and site of care that is most effective with the clinician and patient. Plan for new operations requirements.
- **Understand how advances in consumer health tech should change your business** (e.g., Kinsa Health's thermometer map is touted as an indicator of hotspots).
- **Examine your R&D and quality approach in response** to rapidly evolving regulatory requirements and to determine what worked well versus what was a barrier. Challenge your model to build in more patient-centricity and successful consumer technology models.