



EuroMedix, a health vision for the future

Health. It's a precious commodity. For yourself, your fellow human beings and our society. Mario Vanolst, EuroMedix's Managing Director: 'Our objective is to always offer concepts, equipment and services which contribute to early detection and prevention, or which can simplify the treatment of conditions (primary, secondary and tertiary prevention). We have noticed a significant increase in preventive healthcare awareness within the European and international markets. People no longer want to discover conditions once they're at an advanced stage, but instead want to be able to 'prevent' them. The current technology allows us to intensively and purposely work on prevention.

How fit is the heart of your company?

An increasing number of employers are taking their employees' health very seriously. "Did you know you can now map out exactly how healthy your company is? Better still, did you know you can actually work on your company's health? EuroMedix specialises in healthcare equipment and services which can ensure both your employees and your company can remain in top condition. An increasing number of companies are now asking us to screen their employees' health and come up with appropriate advice. We have a specialised team and the appropriate equipment at our disposal for this purpose.

Does this mean EuroMedix is striving for a win-win situation for both people and society?

"Mens sana in corpore sano" (a sound mind in a sound body); this Latin expression perfectly sums up what we want to achieve with our clients. A healthy company starts with healthy employees. This can certainly also be interpreted philosophically and quite separate from the work situation. After all, a healthy body and a healthy mind go hand in hand for a happier and more optimal life."

What is the function of the Point-of-Care (POC) equipment you work with?

"It's really all about improved access to diagnostic equipment. This doesn't just apply to highly skilled professionals, but also the wider general public and for every type of healthcare employee. This initially involves equipment which can give you a correct image of your health in a fast, user-friendly and very accessible manner. One major advantage of this is that you will instantly be given the results at 'the Point-of-Care' (during the contact with the individual or patient). Take a blood analysis for example. You will not need to wait for the lab results with the Point-of-Care equipment. You will be given these on the spot."

Which advantages does this offer?

"Health information can be made very accessible like this. However, please note; the world of POC equipment does not compete with medically educated professionals. Better still, it actually offers added value. Pertinent information like this can often be very useful. You really need access to the blood values of someone who is at risk of a heart attack long before a heart attack, rather than after the event. This will allow you to still do something about it. This should serve as a clear example of how the prevention of a condition is central in the POC world.

What can this type of equipment detect?

"Until recently the Point-of-Care concept was limited to glucose and blood pressure meters, but we now have equipment at our disposal which can provide a variety of 'recognised health markers', including cholesterol, HbA1c, oxidative stress (free radicals) homocysteine, hsCRP, Lp(a), ... It's fascinating to see how quickly our sector can evolve and innovate. We have recently added equipment which allows for a health evaluation of the blood vessels (vascular age and arterial stiffness) and others which measure the Advanced Glycation End-products (AGE's) content, in order to come up with a risk prediction for certain conditions. We are therefore keeping a very close eye on these types of innovations, ensuring we can offer our customers the cream of the crop where preventive healthcare is concerned."

What happens once the health results are known?

"The appropriate follow-up will be discussed with the employee, depending on the results. In some cases a change to someone's lifestyle, healthcare coaching, recommendations for better healthcare management will be sufficient In other cases the person may be referred to a doctor. Whatever the appropriate follow-up will be, the results will ensure an important initial step has been taken.

The fact that someone has been made aware of the state of his health is often the start of a healthier lifestyle. We want to be able to intervene before an illness has definitively installed itself, as can be the case with so many social diseases (cardiovascular conditions, Type II Diabetes, depression and burnout, ...)."

Who uses your equipment?

"Our users are mainly based in Europe, but some can also be found beyond the European borders. Users include doctors, paramedics, pharmacists, as well as pharmaceutical companies and organisations which take the health of their employees seriously via occupational health. Our customer base also includes dieticians, fitness centres and patient associations."

The companies you work with include some pretty impressive names. How do you manage to convince them of your approach?

"It goes without saying we are proud of the fact established companies like IBM, SAP, Johnson & Johnson, Shell, Deutsche Post, Pfizer, Merck Sharp & Dohme, Sanofi, BP, Omega Pharma, ... have placed their trust in us and which we are working with in a number of different countries. How did this come about? It has a great deal to do with the ever increasing awareness surrounding health issues. But it's certainly also as a result of our professional and credible approach. We work together with health experts who truly excel in their respective fields. This has allowed us to make a difference and gain the trust of other experts."

You also work with the University Hospital, UZ Leuven. What does this collaboration entail?

"We are very privileged to be located in Leuven, at the very source of medical knowledge, and to be able to work together with world famous specialists here. There are various different Gasthuisberg departments, which we have enjoyed excellent professional relationships with for years: cardiology, hypertension, endocrinology, dietetics and a sports faculty. The interaction between their specialised departments and our team means we can quickly react to the very latest medical evolutions."

I assume your choice for Leuven as a place to settle wasn't a random one?

"Leuven does indeed offer many advantages. For example, it boasts a very central location within Europe. We are a mere two hours away from large towns like Paris, Amsterdam, Lille, Rotterdam, Cologne, Dusseldorf, London ... But even more importantly, we are local to the KU Leuven, the world's oldest catholic university, which is part of the top 100 most renowned universities worldwide. Its presence has made Leuven a magnet for knowledge, talent and innovation. Both the renowned university hospital as well as the many university spin-offs, including Option, Imec, Materialise 3D printing, Thrombo Genics, ... can all be found nearby. It's this cross-pollination between the academic and business world which has given this area extraordinary dynamics. People therefore sometimes refer to the Leuven industry as Belgium's 'Silicon Valley'. And we mustn't forget AB Inbev, the largest brewery in the world, which has given this town a global aura of craftsmanship."

What would you like to realise during the forthcoming years?

"The EuroMedix CHARM Concept stands for the prevention of cardiometabolic conditions in all its dimensions (Cardiometabolic Health & Advanced Risk Management). The concept involves simple screening methods all the way up to the use of more sophisticated state-of-the-art equipment and the viewing of health issues in new, advanced dimensions. Our activities are mainly carried out within Europe, but we also have projects ongoing in the Middle East, Asia and North and South America. We definitely want to work on expanding this international presence. Plus we would also like to ensure our 'mens sana in corpore sano' motto is implemented in as many companies as possible. After all, our health is the very basis of our wellbeing and happiness. And healthy employees form the foundation of a healthy company and a healthy economy."



Mario Vanolst.

MARKER

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Located in the heart of Europe

Leuven is much more than a central European hub. It offers the academic fame of the oldest catholic university, linked to a hospital with an extraordinarily strong reputation.

An impressive range of products

EuroMedix's POC equipment is in line with the latest medical developments. Cholesterol and lipids, HbA1c, AGE, arterial stiffness and oxidative stress meters all meet the ever evolving medical requirements.

The CHARM concept

The Cardiometabolic Health & Advanced Risk Management concept allows EuroMedix to give you the choice between simple screening methods and a more sophisticated approach with state-of-the-art measurement equipment.

Motto: a healthy mind in a healthy body.

EuroMedix

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