

Medical screening is more and more often a technical matter. With the arrival of ever more innovative diagnostic equipment, the quality of the medical check-up has also increased sharply. "Moreover, these devices are steadily becoming more compact and more user and budget-friendly", says Mario Vanolst, Managing Director of EuroMedix. EuroMedix is a European market leader in the field of medical measuring devices - but the Leuven-based company does far more than just offer equipment.



Mario Vanolst

EuroMedix

The EuroMedix story is built on a specific product offer of medical test devices. That sounds more medical than it actually is, because in recent years this sector has made a great deal of progress, and by no means merely on the technological level. The compact and user-friendly nature of these devices has also led to their democratisation. "Take the electronic blood pressure meters, for example. These days you can find them in any electronics store and even in your supermarket",

explains Mario Vanolst. "Well, in imitation of that kind of equipment, a large number of different diagnostic devices can also be obtained on the market. These are the devices which

we commercialise with EuroMedix on the European market; devices that target what we call modern Western diseases."

European market leader in Point-of-Care test devices

Modern day and age diseases

The modern human beings are increasingly contending with health issues that are a direct result of their lifestyle. "Often traceable back to insufficient movement or poor dietary ha-bits, among other things", Vanolst says. "These include cardio-metabolic diseases, abnormal cholesterol and lipid values, the metabolic syndrome, type II diabetes, obesity, osteoporosis and high blood pressure. Illnesses that may not be immediately life-threatening, but which can have far-reaching consequences for someone's health." The EuroMedix product range includes many measuring devices which can generate a clear health evaluation, such as allergy tests, devices for cholesterol



analyses, measuring devices for body composition, CO-measurement devices to guide those who are trying to stop smoking, and even round-the-clock blood pressure meters. "We call them innovative point-of-care products", says Mario Vanolst, "which are already quite popular in America and ultimately find their way to Europe as well."

"The EuroMedix product range includes many measuring devices which can deliver a clear health evaluation"

This also illustrates the unique business model of EuroMedix: a distribution platform with European tentacles and at the same time a scout for innovative medical testing equipment. "We detect innovations in the world of medical diagnostic and prevention equipment and look at which products aren't yet available on the European market. We invariably select those devices which have not yet been commercialised in Europe. The United States is often a forerunner for new trends in health care. Generally these trends quickly break through in the "domestic market", after which they make their way to other continents, including Europe. Because the manufacturers have a quite limited knowledge of our market and don't have a presence here yet, it is all the more interesting for them to join forces with a player like us. We know the right channels, we have the contacts as well as our own supporting marketing department."

Health awareness campaigns

And the added value is often a good deal more far-reaching, because EuroMedix does not limit itself to merely offering test devices, it also develops support programmes. Companies can call on EuroMedix's expertise as a partner in health awareness programmes. Mario Vanolst: "This ranges from awareness-raising campaigns for food companies to public organisation, but also product training courses and technical services all form part of our basic offer. Look at it this way: we have



the devices, but we also have the knowledge about how to use them and to integrate them into a philosophy in order to inform people about Western diseases." For example, EuroMedix has already worked together with the Anti-Cancer League and with the Swiss and Dutch Heart Foundation. Because it has been found that, if you want to provide people with information about health risks, it is much more effective if you can also test them at the same time with the aid of measuring devices.

"Companies can call upon EuroMedix as a partner in health awareness programmes"

A large number of companies which for example are marketing new food products with a beneficial effect on the health of consumers are also delighted to use the EuroMedix platform. "Just think of products that have an effect on your cholesterol - and there are quite a lot of these in the meantime. We organise a campaign in which a test is combined with product sampling. One of the many examples is the cholesterol bus, an initiative of a margarine producer which was conducted in collaboration with the Scientific Association of Flemish Family Physicians and their French-speaking colleagues."

The test data resulting from the analyses also form a point of attention for EuroMedix. "Data are only interesting if you can also process and contextualise them, and for this we have a range of products and services on offer as well", he adds. Analytical devices which can be connected to a PDA, for example, dedicated websites where data can be collected and analysed. As a service provider, EuroMedix can be used both to reach private individuals and in B2B-oriented actions. The company, which was started up in 1995 as a one-man sales office, has in the meantime expanded into a veritable European headquarters with 36 employees and an extensive European network of collaborators who can be brought in depending on the needs of the particular project. The customer list includes such major multinationals as AstraZeneca, MSD, Johnson & Johnson, Bristol-Myers Squibb, Bayer Health Care, GSK, Novartis, Unilever, Danone and Pfizer. The success of EuroMedix is also reflected in the figures: since the year it was founded the turnover has increased by a factor of fourteen, reaching 4.1 million euros in 2007.

EuroMedix

Vaartdijk 59, 3018 Leuven
Tel: 016-31 04 10, Fax: 016-31 04 11
info@euromedix.com, www.euromedix.com