

The new frontier in telemedicine

Global technology company Reply recently launched Ticuro Reply, an innovative telemedicine solution based on IoT. Ticuro Reply networks medical devices, wearables and environmental sensors for patients and users interested in their health - everywhere and at all times. It supports people with different needs depending on their personal health situation, from wellness to prevention, diagnostics and therapy to aftercare. The constant monitoring of health data and behaviour allows better prevention and more proactivity during treatment, as Patrick Plattes, the Associate Partner at Healthy Reply, the Reply's group company specialising in health solutions, explains. Ticuro Reply can be connected to a growing number of over 50 different IoT wearables, including devices for blood pressure, fitness tracking and ECG monitoring.

Based in Italy with operations worldwide, Reply has a wealth of experience in both the IoT and life sciences space. Ticuro Reply leverages their expertise in both fields and has over the past four years served more than 70.000 people and 2.000 healthcare professionals on a daily basis. The technology was developed by Healthy Reply, the Reply Group company specialising in telemedicine, telemonitoring and the continuity of social welfare. By designing customised services that can guarantee continuous

care and assistance, Healthy Reply is collaborating with public and private healthcare institutions and bodies, clinics and hospitals, social and healthcare facilities, insurance companies and banks, convention centres and enterprises.

Mr. Plattes explains that the core competence of Ticuro Reply, specifically, is that it can collect data from different devices, and subsequently analyse and organise them in order to provide high value added services. The technology facilitates remote diagnostics; in other

words, it allows for remote testing without the physical presence of the doctor. It additionally provides at home assistance support, supporting Care & Cure plans fully customised to the patient's individual needs. Televisit sessions can also be activated with Ticuro Reply. Beyond medical treatment, Ticuro Reply helps wellness professionals to plan exercise and diet for their clients, with the help of interactive tools such as a food diary and activity trackers.

"The beauty of Ticuro Reply is that it ensures continuity of care," says Mr. Plattes. "The collected data and the possibility of continuous remote assistance, allow doctors to establish an interactive relationship with patients, thus providing them with a personalised treatment approach. The solution rationalises costs and promotes the creation of high value added services. Plus, it breaks down geographical and time limits. And as it is brand-agnostic, it supports medical devices from different suppliers."

He adds that Italy and Germany are Healthy Reply's main geographical markets. The revenue model for Ticuro Reply is based on the number of users and workstations, through a monthly fee and pay per user model. As it is a modular solution, Ticuro Reply can be tailored to customer needs; hence cost is determined by the set of functionalities activated in an individual case.



Patrick Plattes, the Associate Partner at Healthy Reply, on the new IoT solution in telemedicine

TICURO
Reply

Ticuro Reply

Website: www.ticuroreply.com