

Detection and evaluation of cardiovascular diseases thanks to telemedicine

Ulm, 16 June 2020 – High blood pressure, cardiac arrhythmia or heart attacks – cardiovascular diseases are among the most common causes of death. Telemedicine can help in detecting the often gradual progression of the diseases and support prevention and therapy. The start-up ActiveAction has developed a software platform which enables the management of innovative medical devices along with the simple creation of reports. The Italian company based in Milan is a brand from Medel International srl, which belongs to the Beurer Group. Together, an increased focus is now to be placed on e-health solutions in the fight against cardiovascular diseases.

Telemedicine describes a digital care concept in the medical fields of diagnosis, therapy and rehabilitation. In this way, doctors and patients can communicate regularly and over the long term – even remotely. The approach has seen significant development, above all in the last decade, and is becoming an increasingly more important part of the healthcare infrastructure.

What does ActiveAction offer in the field of e-health?

ActiveAction provides a range of medical devices which are compatible with a simple and intuitive software solution. The range includes Holter ECG and ECG devices for monitoring heart health, a Holter blood pressure monitor for long-term blood pressure measurement, a sleep monitor to evaluate sleep quality and a spirometer, which can provide indications regarding lung function as this is also a further important factor for the cardiovascular system.



The ActiveAction software is linked to a Medical Reporting Center, which creates professional medical reports based on the transferred data. This

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means that within the shortest space of time, precise measurements are available along with analyses validated by experts, which can be forwarded on to a specialist, for example, and discussed directly for a fast result. The Medical Reporting Center is comprised of specialists such as cardiologists and pulmonologists who work in the field of scientific health research. ActiveAction creates significant added value for patients, pharmacists and doctors as e-health makes it possible to identify abnormalities faster and to carry out and document long-term observation.

Further information can be found at www.activeaction.eu.

About ActiveAction

ActiveAction offers telemedicine services. The mission of the Italian start-up is to prevent cardiovascular pathologies for a large section of the population through the development of innovative electro-medical devices and with the aid of telemedicine. ActiveAction creates added value for pharmacists, doctors and specialists by providing them with a simple and intuitive software program. Once it is connected with the Reporting Center, it enables the management of medical devices and the creation of specific reports. The Reporting Center is comprised of specialists such as cardiologists and pulmonologists who work in the field of scientific health research.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1000. Further information is available at www.beurer.com.