

# SEMI VIRTUAL HEALTHTECH SUMMIT

Microtechnology-Enabled Solutions in Overcoming COVID-19

JULY 16, 2020 | 3:00PM - 4:30PM CEST



# **Summit Program**

3:00 pm - 3:05 pm Welcome Remarks

3:05 pm - 3:20 pm

**Global Pandemic and Healthtech Community Response** 

3:20 pm - 3:35 pm

Impact of the COVID-19 Pandemic on the Diagnostics Industry: a Microfluidic Point-of-view

3:35 pm - 3:50 pm

**Alertgy Technology for Corona Virus Screening** 

3:50 pm - 4:05 pm

Remote Vital Sign Monitoring Technologies for the New Standard of Care

4:05 pm - 4:20 pm

Industry Events & Trends and Serving the Medical Device Community with Technology that Improves Lives

4:20 pm - 4:30 pm Q&A



Cassandra Melvin
Director of Operations, SEMI Europe



**Jesus Rueda Rodriguez**Director International Affairs, MedTech
Europe



**Sébastien Clerc**Market & Technology Analyst, Yole
Développement



**John Hubert** VP of Engineering, Alertgy



Carlos Agell
Program Manager - Principal Member
of Technical Staff, imec



**Steven Dean**Director of Business Marketing for Signal Processing, Wireless, and Medical Division, ON Semiconductor



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Team Leader in Micro
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Patrick Boisseau
Director EU Research
and Innovation
Partnership Policy



Jerome Mouly Senior Analyst and Business Developer















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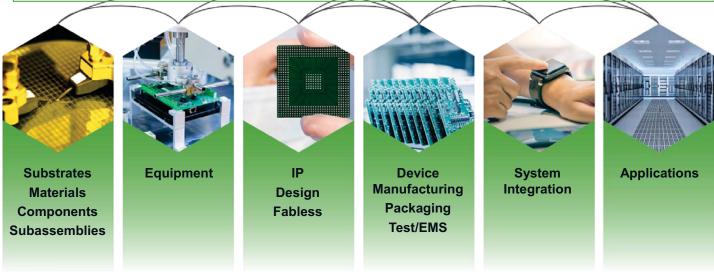


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Terry Higashi Tokyo Electron (TEL)



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# **CONTINUUM OF HEALTHCARE POWERED BY SEMICONDUCTOR TECHNOLOGIES**



10 am - 5 pm

11-12 NOV 2020 | Inspiration Hub, Hall C1 **Munich Germany** 





**AUGUST 5 - 26, 2020** 









Aug 5, 10:00 am - 12:00 am PDT

From Bio-markers to Bio Chemical Sensors & Physiological Relevancy

Aug 12, 10:00 am - 12:00 am PDT

**En Route Care (ERC) and Point of Care (POC) Diagnostics** 

Aug 19, 10:00 am - 12:00 am PDT

**Human Wearables Enabling Rapid Decision Making in the Integrated Care Continuum** 

Aug 26, 10:00 am - 12:00 am PDT

**Automation, Augmentation, and Al** 



### **General Remarks**

- All attendees are muted.
- Submit questions via the question box in your GoToWebinar control panel.
   Please specify to whom your question is addressed.
- Questions will be answered at the end of the Summit during the Q&A.
- Attendees will receive recording and Summit slides by end of the week.





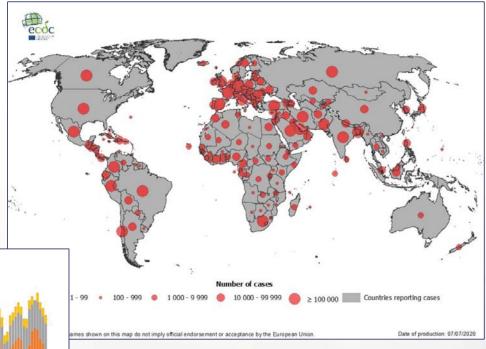
# Global Pandemic – Health Technology Community Response

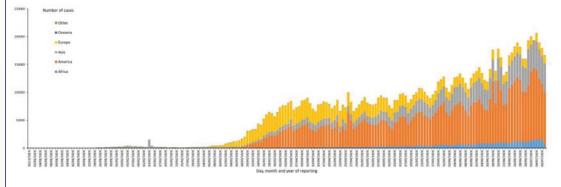
Jesus Rueda Rodriguez

Director International Affairs

# What is going on...

- Global reach of the pandemic is not a surprise.
- On a global level the pandemic is still consistently growing.
- With it grows the demand for health technology







### Healthcare systems under stress – critical components







Protective equipment

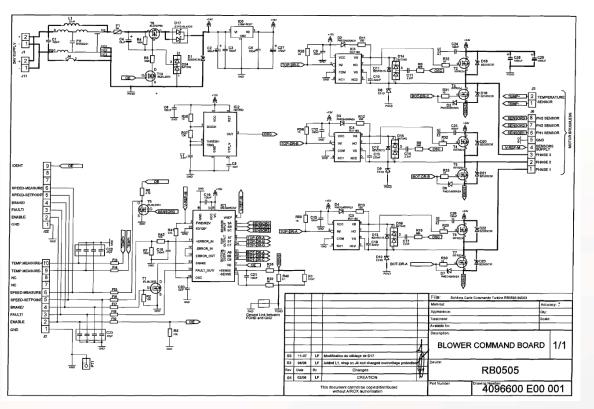
Diagnostic Capacity

ICU care

Key Priority – Keep healthcare systems running!



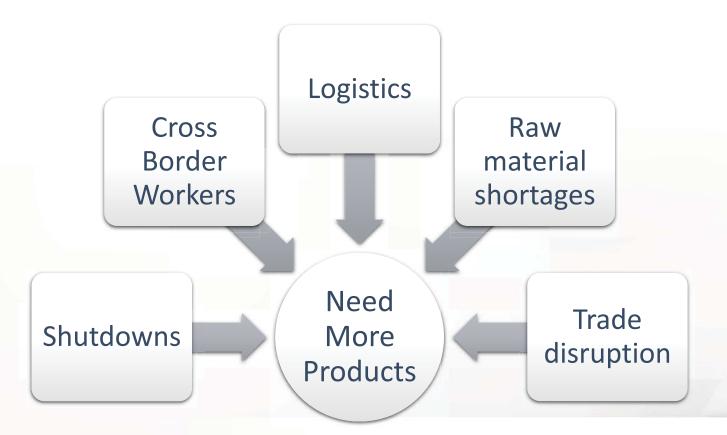
# Key elements of the response







## Where is my mask! Production – Capacity - Availability





# What about if you don't have COVID?

Continuity of Care

Chronic disease management

Acute care

Managing elective procedures



## Trade, health policy, resilience and the future

Resilience – minimizing supply chain disruptions

Global Cooperation – WHO, FIND, Global Fund, BMGF etc.

Preparing for the second wave

Flu season impact – overlap and preparation

Lessons Learned – Preparing for the next pandemic.



### Jesus Rueda Rodriguez

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www.medtecheurope.org



### From Technologies to Markets

Impact of the COVID-19
Pandemic on the
Diagnostics Industry: a
Microfluidic Point-of-view

Sébastien Clerc Yole Développement 2020-07-16

sebastien.clerc@yole.fr





### PART OF YOLE GROUP OF COMPANIES







### FIELDS OF EXPERTISE COVERING THE SEMICONDUCTOR INDUSTRY



#### **Including:**

- Microfluidics
- MEMS, BioMEMS
- Medical Imaging & Biophotonics
- Inkjet printing



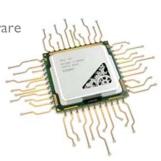
### **Photonics & Sensing**

- Photonics
- Lighting
- Imaging
- Sensing & Actuating
- o Display



# Semiconductor, Memory & Computing

- Semiconductor Packaging and Substrates
- Semiconductor Manufacturing
- Memory
- Computing and Software





#### **Power & Wireless**

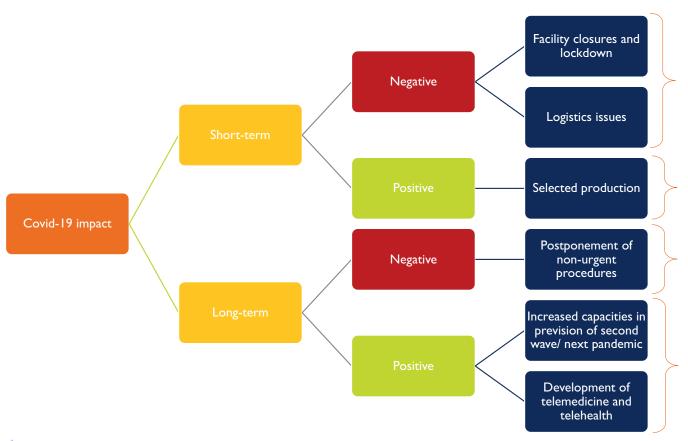
- o RF Devices & Technologies
- Compound Semiconductors & Emerging Materials
- Power Electronics
- Batteries & Energy Management



#### COVID-19 IMPACT

Short and long-term impacts on the healthcare industry

#### Details



- Some labs stopped activities during lockdown
- No travel allowed reduced business development
- Possible delays in both supply and shipment
- Strong focus on certain products (diagnostics tests, ventilators, non-contact thermometers,...) to meet the sudden increased demand
- Non-urgent procedures are postponed (surgeries, sleep apnea diagnostics,...)
- Increased awareness and anticipation for improved response next time?
- Telehealth and telemedicine had a strong jump, enabling the use of portable and wearable devices (smartwatches, patches,...)



#### **TESTS TO DETECT COVID-19**

Different types of tests for different purposes – all complementary

**Microfluidics** = what we track at Yole

Molecular
Detect the
virus itself

**Immunoassay**Detect the body's immune response



Low (POC)

Usually I sample per run, sometimes up to 4 or 8

High (central lab)
48,96 or even more samples per run



#### **TESTS TO DETECT COVID-19**

### Strong demand since mid-March

The demand for all these tests is incredibly high (millions tests per month)



# There are apparently some clear winners in this respiratory testing area



Q1 revenue up 80% (46% above initial expectations) 80% of instruments placements driven by COVID-19 interest Q2 should be even more impressive...



IDNOW was already the most widely available POC MDx platform in the US. Scaled up production capacity to 50k cartridges per day in April (1.5M per month, aiming at 2M per month in June)



Shipped 2M cartridges in one month from EUA of the test – capacity of 6M cartridges per quarter



Shipped 10k tests per week in April, with production scale-up



FilmArray product line recorded growth of 67% in Q1, led by exceptionally high use of Respiratory panels and the Pneumonia panel. More than 1,400 new systems installed during the quarter. But the SARS-CoV-2 test did not generate any sales in Q1

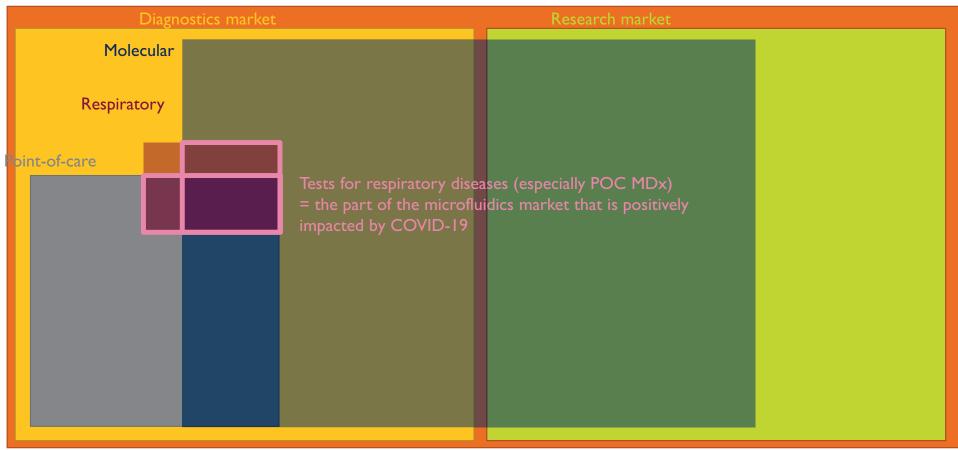




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But what's the impact on the overall microfluidic market?

Microfluidics market



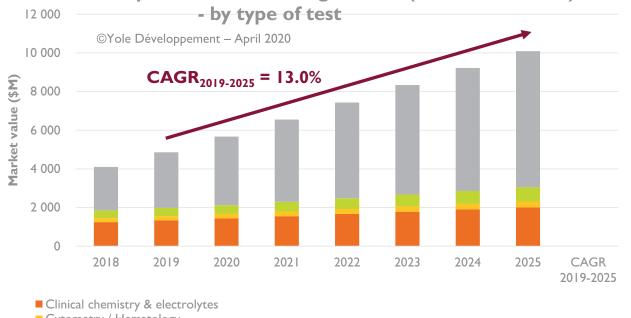


#### **TESTS TO DETECT COVID-19**

But what's the impact on the overall point-of-care microfluidic market?

#### Microfluidic-based point-of-need testing market (in million dollars)





Cytometry / Hematology

Immunoassays

■ Molecular Diagnostics (DNA/RNA-based analysis)

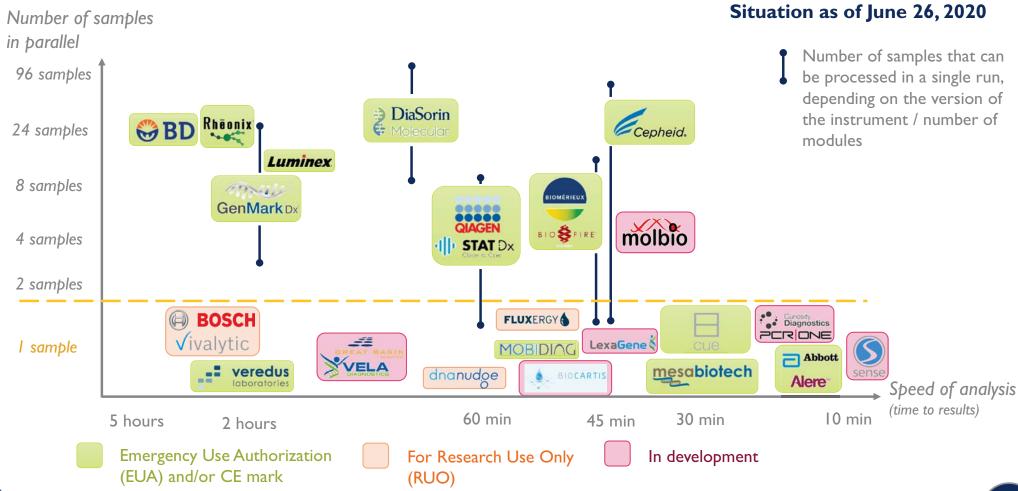
Feedback from microfluidic device contract manufacturers: overall no impact / slightly positive impact (but, variability from project to project)

- Strong positive impact on a small part of MDx
- Slightly negative to no impact at all on the other parts







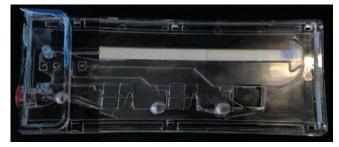










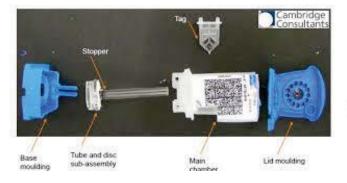


Accula Cartridge Teardown – Courtesy of SystemPlus Consulting









Picture: GeneXpert Cartridge teardown
- Cambridge Consultants

### MOBIDIAG



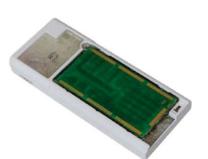


Picture: Novodiag cartridge – Mobidiag











Picture: ePlex cartridge – GenMark Diagnostics





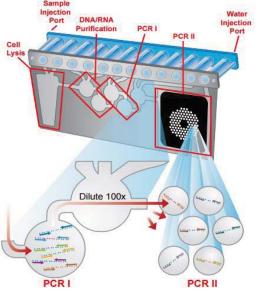
Picture: QiaStatDx cartridge – Qiagen







Picture: FilmArray pouch – bioMérieux

























Picture: PCR|ONE cartridge - Scope Fluidics



#### OPPORTUNITIES DON'T COME WITHOUT RISKS!

Start-up companies put important resources in COVID-19 tests development



These companies have put millions in the development of a COVID-19 test. Most won't be ready before this fall.



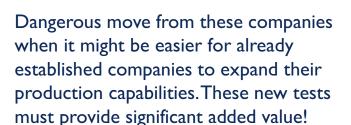








This is good for their image, and this could be rewarding if there is a second wave or if the virus becomes seasonal.





But what if the virus disappears?



Respiratory disease panel including SARS-CoV-2 will be interesting



#### MID- AND LONG-TERM IMPACT

### New opportunities for POC test makers



Airport / travel Rapid passenger screening



Workplace Rapid employee / visitor screening



### MID- AND LONG-TERM IMPACT

### Too many unknowns to predict what will happen



Second wave?

**Immunity?** 

Seasonality?

Treatment?

Vaccine?

We could need as many tests every year on the long term... Or it could be over by Q3 this year. Who knows?



#### THANKS FOR YOUR ATTENTION

#### Some slides of this presentation have been taken from the following report:



Point-of-Need Testing 2020 Released in April 2020

290+ slides of market & technology analysis

#### Or will be included in the upcoming report:

Status of the Microfluidics Industry 2020
To be released in September 2020



#### Sébastien CLERC

Technology and Market Analyst, Microfluidics, Sensing & Actuating

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Please take a look at our website www.i-micronews.com for industry news and for more information about our reports





### **Alertgy Technology for Corona Virus Screening**

SEMI Virtual Healthtech Summit July 16, 2020 Munich Germany

Microtechnology-Enabled Solutions in Overcoming COVID-19

Speaker: John Hubert VP of Engineering John.Hubert@alertgy.com



### The Covid Testing Problem

Covid testing general issues...

- Lab-based
- Requires physical samples
- Not continuous
- Expensive
- Time consuming
- Suffer from false positives or negatives
- Not done in vivo





### If an Active Infection test yields false negative result

People think they don't have Covid Are less cautious & could spread Covid Deaths are not counted as Covid related

### If an Antibody test yields false positive result

People think they are immune Are less cautious Could contract Covid

Virus is mutating







### Most accurate Method of Testing



Bronchoalveolar lavage

**Active Virus Infection test** 

~ 93% accurate

Surgical procedure

Invasive

Expensive

Time consuming

May cause pneumonia

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### **Active Virus vs Antibodies Testing**

Molecular tests (Active Virus Infection tests)

Samples; nose, throat, or more recently, saliva or feces

Active virus appears in various samples at different times

Times vary with different people



Samples; Blood

Immunoglobulin M (IgM)/Immunoglobulin G (IgG) antibodies

Antibodies present 2-3 weeks after virus infection

Even with antibodies a person could still be a carrier





https://www.app.com/story/news/local/emergencies/2020/03/19/coronavirus-drive-thru-tests-marlboro-immediate-care/5072854002/ https://thedailycable.com/wp-content/uploads/2020/04/200427-antibody-testing-coronavirus-se-246p 0368b5c24b5c3709db1365a6552e2b6a.nbcnews-fp-1200-630.jpg







### Popular Method of Testing

Nasopharyngeal sample for Molecular Active Virus Infection testing...

Popular due to highest accuracy for non-surgical test (~ 70 %)

Very uncomfortable (causes coughing or sneezing)

Technique dependent (must scrap nasopharynx, 6-10 seconds per nostril)

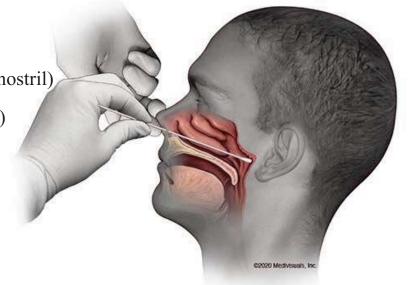
~ 7 day active virus window (Inaccurate if tested too soon too late)

Sample Degrades over time

 $\sim$  8 hrs if kept at 22 °C (72 °F)

~72 hrs if kept much colder

Pool testing (If group sample is positive then individual testing)



 $https://www.al.com/opinion/2020/04/the-problems-with-covid-19-testing-and-its-not-what-you-think.html \\ https://www.wthr.com/article/news/health/verify-photo-showing-covid-19-swab-test-real/531-1c6f0729-c50b-4525-b2aa-6df4c45bdd58 \\ https://www.wthr.com/article/news/health/verify-photo-showing-covid-19-swab-test-real/531-1c6f0729-c50b-4525-b2aa-6df4c45bd-4525-b2aa-6df4c45bd-4525-b2aa-6df4c45bd-4525-b2aa-6df4c45bd-4525-b2aa-6df4c45bd-4525-b2aa-6df4c45bd-4525-b2aa-6df4c45bd-4525-b2aa-6df4c45bd$ 







### **Smartwatches Tracking-Class Metrics**

Bio-Trackers; Apple Watch, Fitbit fitness...

Department of Health and Human Services

Chartered Spir to build early-detection models based on metrics; including skin Temp, cough events and respiratory rates.

Study concluded with promising preliminary results.

Major issues...

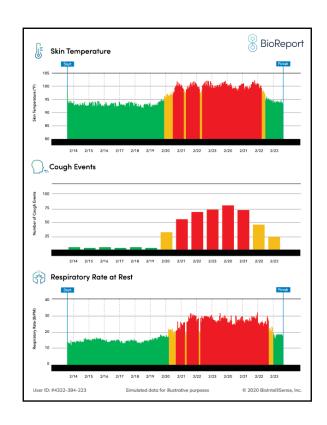
Covid symptoms vary from person to person

Some people are asymptomatic (People could be carriers)

Not Virus specific

https://www.msn.com/en-us/news/technology/could-wearables-like-apple-watch-fitbit-fitness-trackers-help-detect-coronavirus/ar-BB127mzS



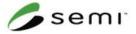






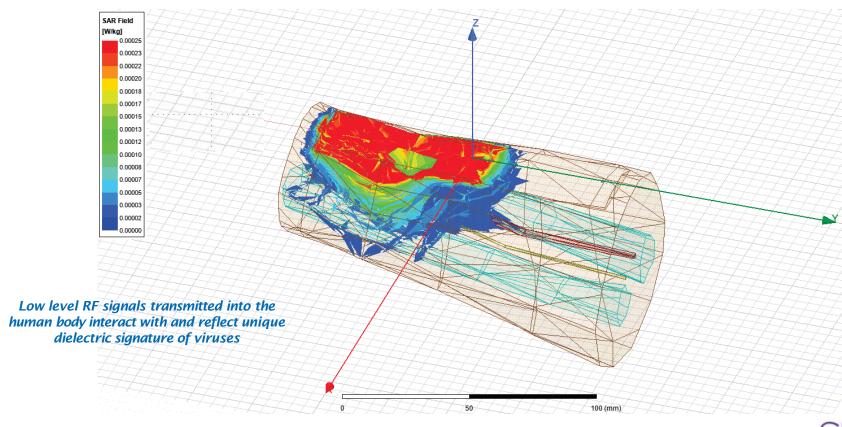
### Alertgy's Solution

- Molecular Active Virus Infection testing by Dielectric Spectroscopy
- Portable or Wearable Dielectric Sensor System
- Non-invasive (wearable)
- No physical samples required (wearable)
- Rapid measurements Less than 30 minutes
- Continuous (wearable)
- Can be used for multiple viral type detection





# Alertgy Alertgy screening by Dielectric Spectroscopy







## Alerigy Viral Screening by Dielectric Spectroscopy is **Proven Science**

Demonstrated for human and feline immunodeficiency viruses (HIV and FIV)

Demonstrated for Mad Cow Disease (vCJD, sCJD, non-CJD) Variant Creutzfeldt-Jakob Disease (vCJD)







Demonstrated for Adenovirus type 5 (AV 5), Herpes simplex virus type 1 (HSV1), Simian virus 40 (SV40), Vaccinia (MVA), and Cowpea mosaic virus (CPMV).



Sponsored by *National Institutes of Health (NIH)*.



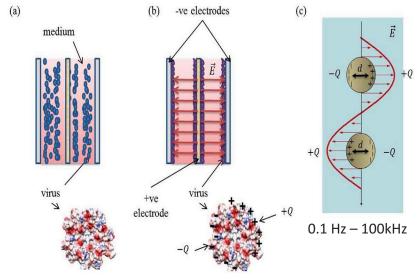






## A

## Alerigy HIV / FIV Viral Screening by Dielectric Spectroscopy



Human Immunodeficiency Virus (HIV) Feline Immunodeficiency Virus (FIV)

Accuracy and reproducibility of the electrical method. The accuracy and reproducibility of the presented method has been checked using repeated electrical measurements against multiple virus stocks prepared at different times; i.e., all within the employed frequency range and over the same applied bias voltage. As detailed, the <a href="accuracy">accuracy</a> of these measurements using the outlined methodology <a href="iss comparable with other conventional techniques">is comparable with other conventional techniques</a>.

Conclusion. In summary, the methodology presented here is a basic attempt to demonstrate and explore the use of a new technique for virus detection, classification and identification. The outlined technique should be applicable to any type of virus, provided it can be electrically polarized, as well as other types of particles in suspended solutions. In addition, the proposed methodology provides a better combination of high sensitivity, selectivity, quick response, low cost, high throughput, and ease of use without the need of any biomarker or labelling techniques. When compared with other conventional identification and quantification techniques, this approach was found to be the fastest (within minutes) and cheaper than any other known technique. Finally, the proposed technique can be upgraded to be applied in situ, which will not only pave the way for direct and rapid detection of viruses in biological samples....

**United Arab Emirates University** 

Source: Virus Detection and Quantification Using Electrical Parameters, Mahmoud Al Ahmad et al, October 2014, in SCIENTIFIC REPORTS | 4:6831 | DOI: 10.1038/srep06831



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## Alerigy Mad Cow Screening by Dielectric Spectroscopy



Variant Creutzfeldt-Jakob Disease (vCJD)

**Method:** Using Atomic Dielectric Resonance Spectroscopy (ADRS) reflectivity and penetration of radio/microwaves, to analyze blood samples. Pulsed Tx from up to 25GHz.

**Results:** Blood sample groups from Variant Creutzfeldt-Jakob Disease (vCJD), sCJD, non-CJD neurological diseases and normal healthy adults (blood donors) screened by ADRS were classified with 100% specificity and sensitivity, discriminating these by a co-variance expert analysis system.

**Conclusion:** ADRS appears capable of recognising and discriminating serum samples from vCJD, sCJD, non-CJD neurological diseases, and normal healthy adults, and might be developed to provide a system for primary screening or confirmatory assay complementary to other screening systems.







Source: Application of Atomic Dielectric Resonance Spectroscopy for the screening of blood samples from patients with clinical variant ands poradic CJD, Timothy J Fagge et al, Published: 30 August 2007 Journal of Translational Medicine 2007, 5:41 doi:10.1186/1479-5876-5-41



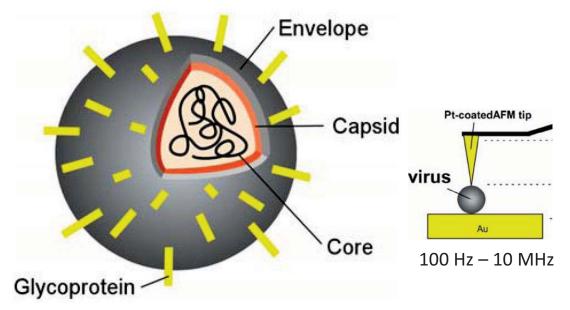
**SEMI Virtual Healthtech Summit** 







# AV 5, HSV1, SV40, MVA, CPMV Screening by Dielectric Spectroscopy



conclusions: AC capacitance scanning probe microscopy probed that five viruses, AV5, CPMV, MVA, SV40, and HSV1 possessed distinguishable and characteristic capacitances. A mutation on the capsid in HSV1 virus with green fluorescence proteins (GFP) increased capacitance... virus decreased capacitance when its envelope and glycoproteins were chemically extracted. These control experiments indicate that dielectric properties of capsid proteins and glycoproteins significantly influence the observed overall capacitances of viruses. Because those capsid proteins and glycoproteins are characteristic to the viral type, this AC-SPM technique could be applied to detect and identify viruses at the single viron level using their distinct capacitance spectra as fingerprints without labeling.

Adenovirus type 5 (AV 5), Herpes Simplex Virus type 1 (HSV1), Simian Virus 40 (SV40), vaccinia (MVA), and Cowpea Mosaic Virus (CPMV)



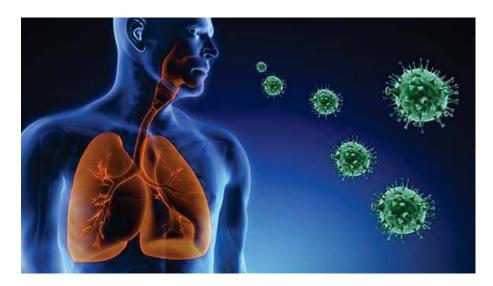
Source: Comparison of Electrical Properties of Viruses Studied by AC Capacitance Scanning Probe Microscopy, Robert I. MacCuspie, et, al J Am Chem. 2008 January 23; 130(3): 887–891. doi:10.1021/ja075244z.







### RSV Viral Screening by Dielectric Spectroscopy



It is shown that the RSV and RSV + antibody can be differentiated from BSA by three distinct features: (a) the <u>real part of the complex permittivity</u> spectra, (b) the <u>ionic loss characteristic</u> below 1 GHz, and (c) the <u>relaxation frequency</u>. These three features enable us to identify the presence of RSV in an aqueous biological material.





Source: Dielectric spectroscopy technique for detection of human respiratory syncytial virus, Young Seek Cho, et al published: 08 July 2019 https://doi.org/10.1002/mop.31920



SMART MEDTECH



### Why Alertgy

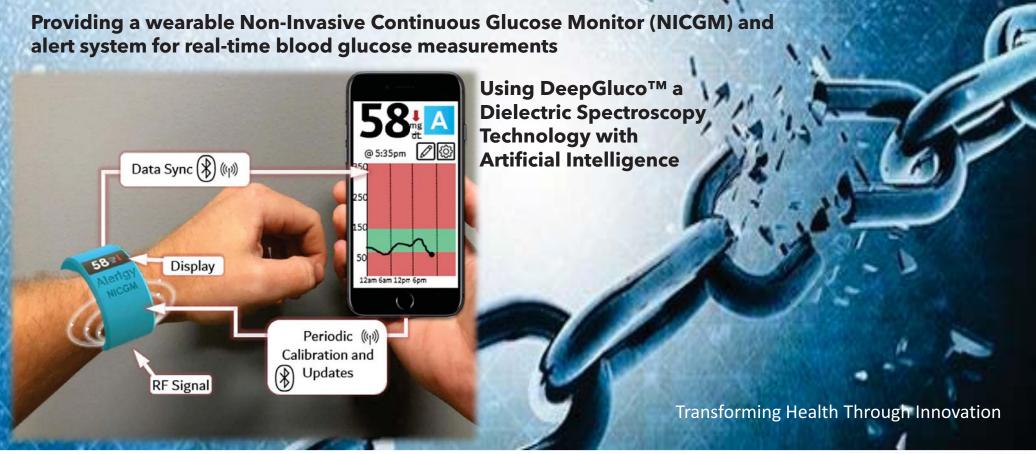
- Alertgy has developed and demonstrated a wristband dielectric spectrometer for continous blood glucose monitoring.
- Alertgy has developed a <u>dielectric spectrometer test platform</u> that can be used to develop viral detection applications on various sample types.
- Alertgy is working with <u>Dr. James Hartman</u>, a leading virology and immunology <u>professor</u> and research scientist at <u>Florida Atlantic University</u> who will act as Principal Investigator in the development of viral applications.
- Alertgy has a proven track record in achieving difficult goals on schedule and within low budgets.







### Alertgy – Setting Diabetics Free









### **Evolution of Technology/Miniaturization**

- STEASTAND URLACING SPECIFICATION
- Lab System (2017)
  Proof of Principle







4D Dielectric Spectroscopy

Advanced Dielectric Materials

Advanced Data Extraction / Processing

**2<sup>nd</sup> Prototype (2019)** Used in Studies 1 and 2



1<sup>st</sup> Gen wearable (2020) Semi FlexTech / COTS Version



**2<sup>nd</sup> Gen wearable (2022)** SoC / Consumer Version



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### Milestones for Project Corona

- Raise needed funding
- Recruit clinical study partners
- Develop test method using Alertgy's benchtop spectrometer system
- Develop AI analytics algorithm for calibration
- Conduct clinical trials to demonstrate adequate sensitivity and selectivity
- If possible, transition to wearable sensor platform







# Thank you for your interest...

Any questions?

Please contact:

John Hubert VP engineering

John.hubert@Alertgy.com

Phone 00 1 407 342 7732



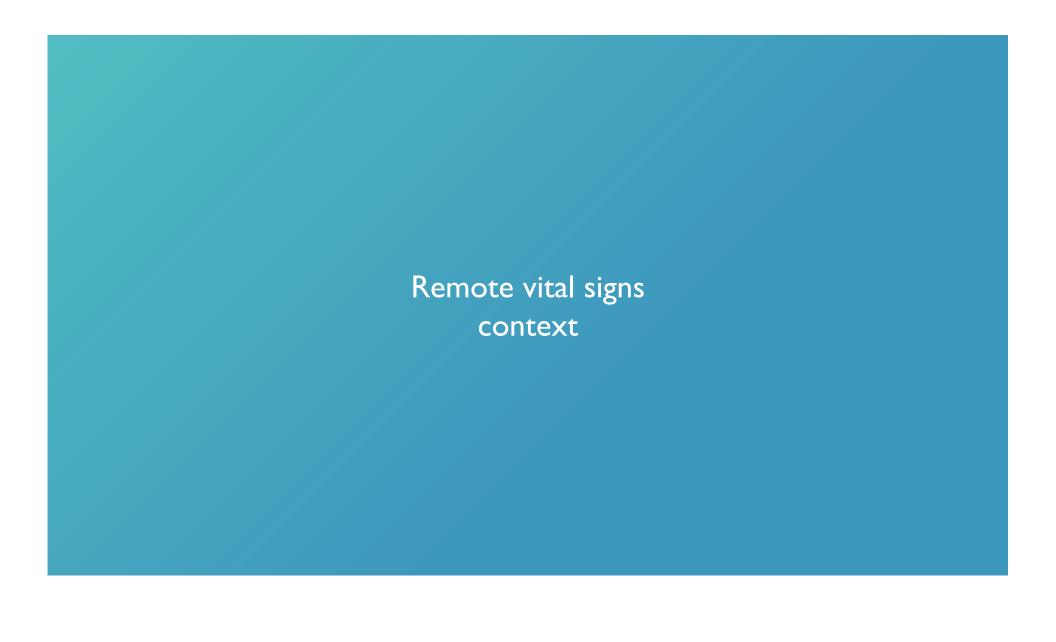




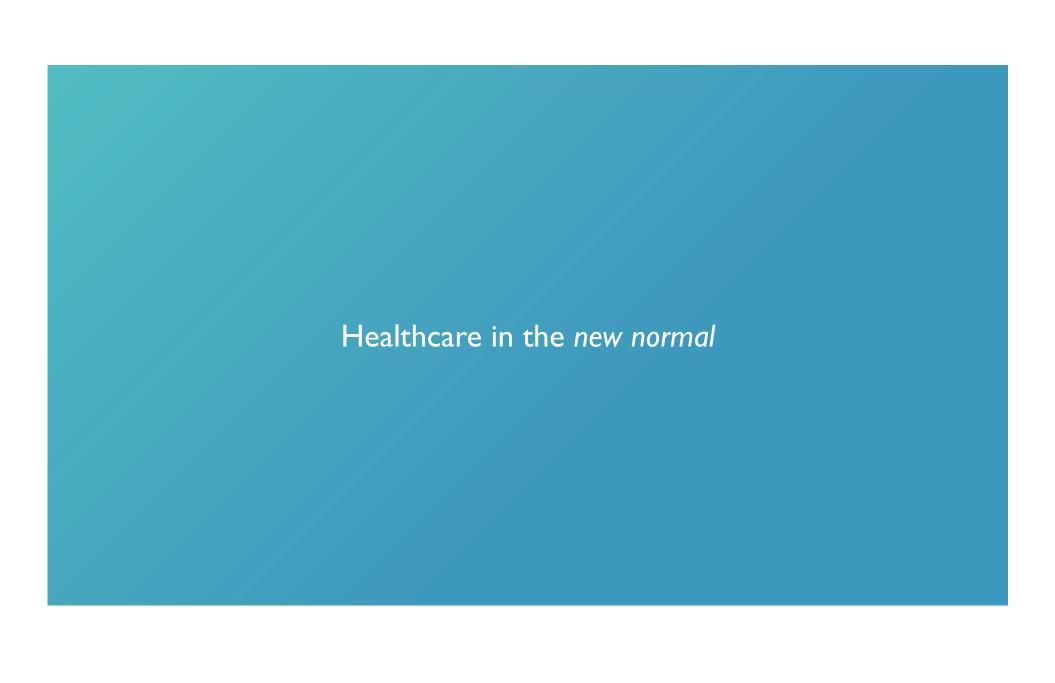
Remote vital sign monitoring for a new standard of care

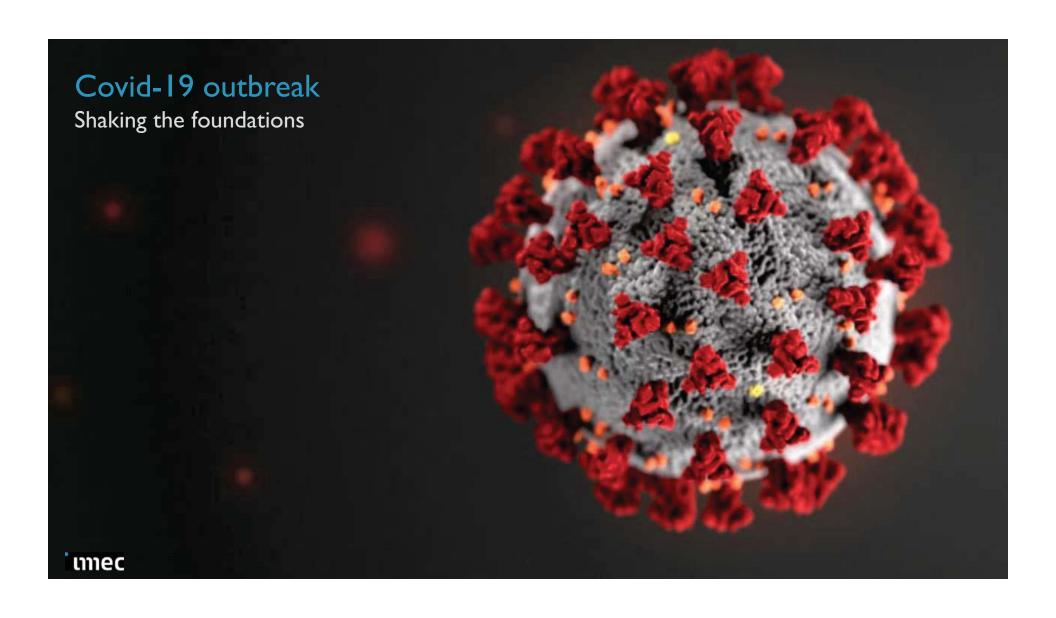
Carlos Agell - Program Manager













### Corona changes the way we live

For some things ... but not for others...







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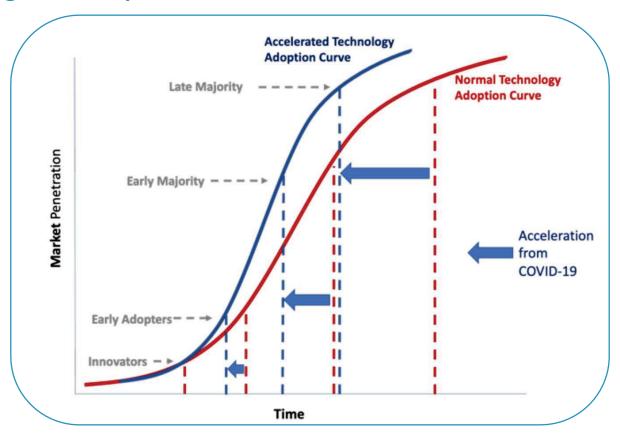
### Fundamental changes

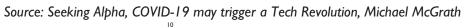
Starting to happen – some of them will stick



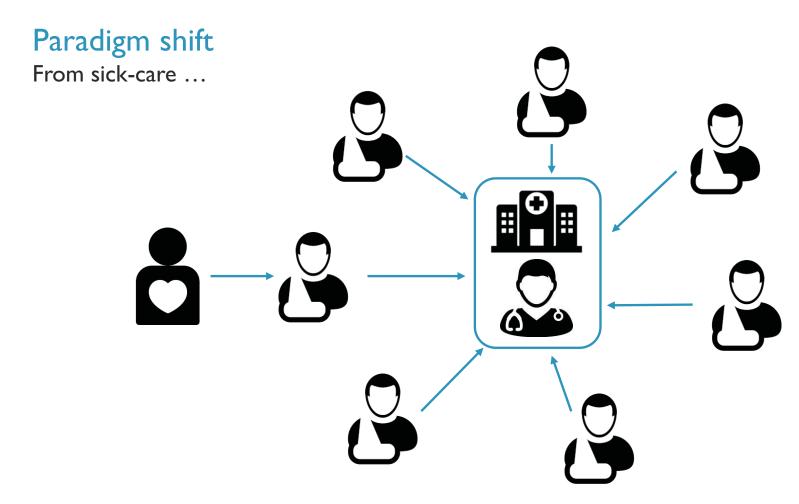
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### Accelerating the adoption curve







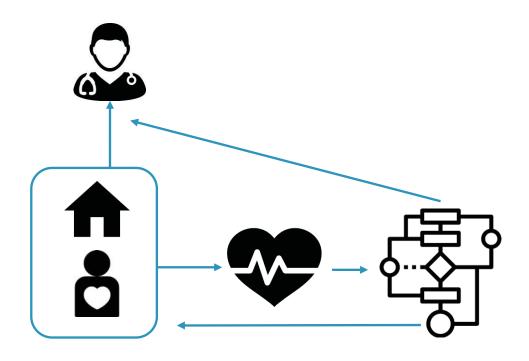


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### Paradigm shift

... To healthcare



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### Remote care helps, not only for virus contention

Nosocomial infection

**Healthcare-associated infections**, or infections acquired in healthcare settings, are **the most frequent adverse event** in healthcare delivery worldwide.



### Why remote vital sign monitoring and why now?

- Leverage the accelerated adoption curve for remote vital signs monitoring
  - Let's keep healthy, not only treating the sick

■ Take a **patient-centric** approach — with ownership of your health

• Keep healthcare **at home** as much as possible

- It is a must, given the situation
  - We cannot delay the rest of care indefinitely



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### Present healthcare view

Remote vital sign monitoring

- Mostly wearable-based sensors
- Wearable Smartphone Cloud architecture
- Process with Al, trend detection
- Detect anomalies (notify the user)
- Generate doctor's report



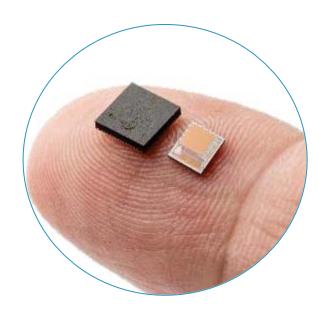
Source BioTelemetry

### Making monitoring multiparameter

Next-gen chips as foundation for next-gen wearables

- Going from single mode ...
- ... to multimode
  - Cardiac activity (ECG)
  - Heart rate
  - Respiration rate

**Museic** family of chipset: available for licensing



Vital signs sensing with one single chip Museic v3

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## Using wearables as support for Clinical Trials

Using them for pharma trials

- Great starting point for next-generation experimental trials
- Pervasive and ambulatory companion for classical Randomized Control Trials or their Distributed versions (Randomized Distribute Control Trials)
- Promising tool for Real World Evidence trials
- Envision trials where you receive a device kit at home, sign in through an app and then live your usual life



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## Investigational devices

(Semi) continuous multi parameters supplying full raw data trace

Access to modalities AND raw data traces, with fully cleaned & high-quality data

Imec-partner device, not yet public

Cardio Watch

Cardiac monitoring



imec Chill+: Mental Health platform

Re-usable and flexible multi-signal



Disposable and comfortable

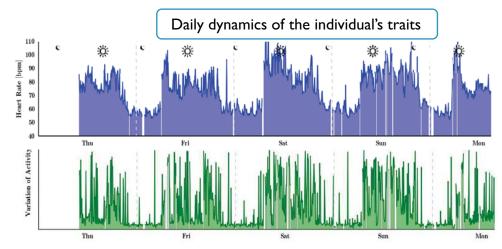
### Stress at work

Examples of wearable-based

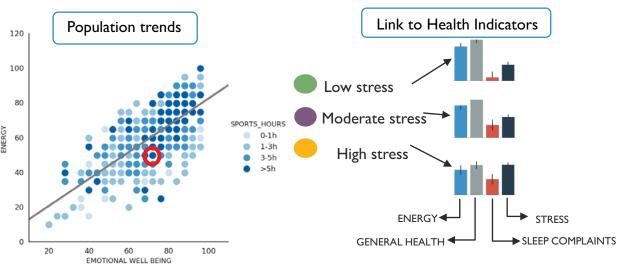
Real-world Study

Large-scale wearable data reveal digital phenotypes for daily-life stress detection

Elena Smets, Emmanuel Rios Velazquez, Giuseppina Schiavone, Imen Chakroun, Ellie D'Hondt, Walter De Raedt, Jan Cornelis, Olivier Janssens, Sofie Van Hoecke, Stephan Claes, Ilse Van Diest & Chris Van Hoof  $\stackrel{\square}{\hookrightarrow}$ 



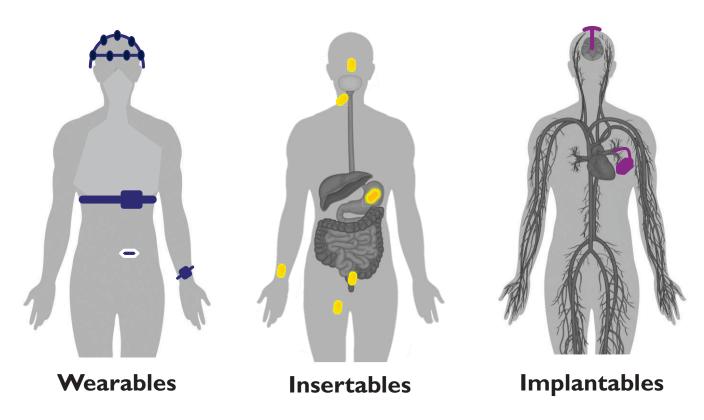


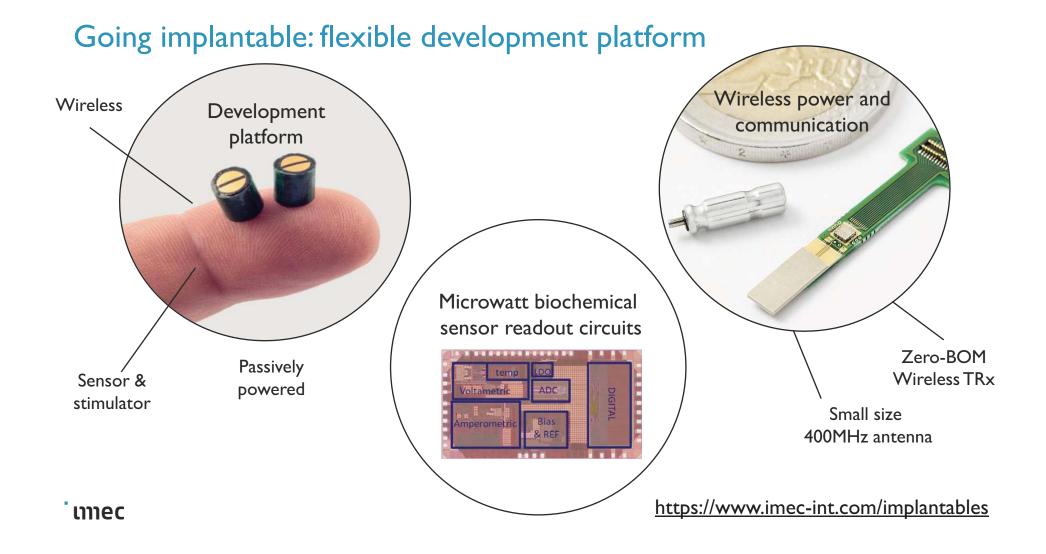


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## Going deep

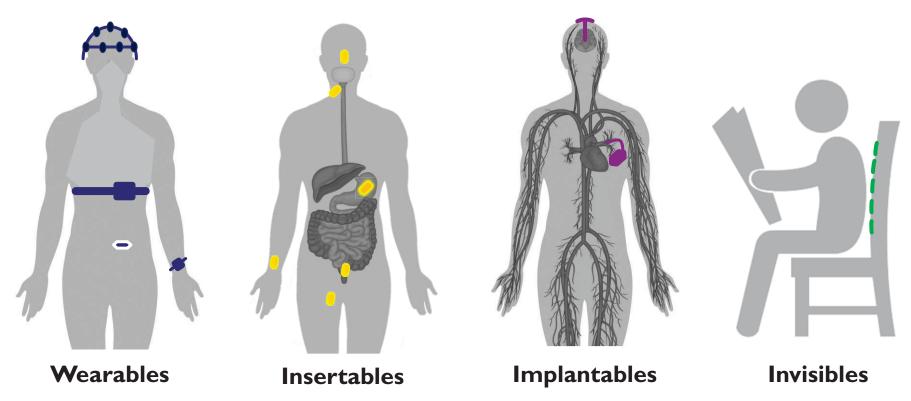
Implantable technology





## Seamless integration

Non-contact technology



Imec's invisible sensing platform





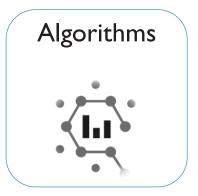
## Creating new healthcare technology

Building blocks to enable next generation of closed loop devices

## Device development towards "closing the loop"



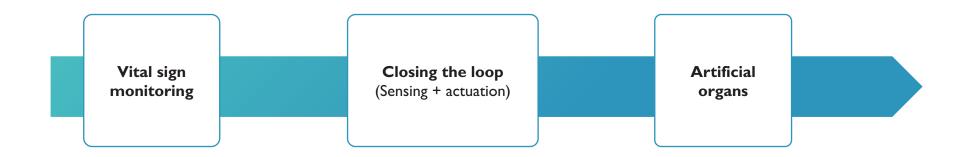


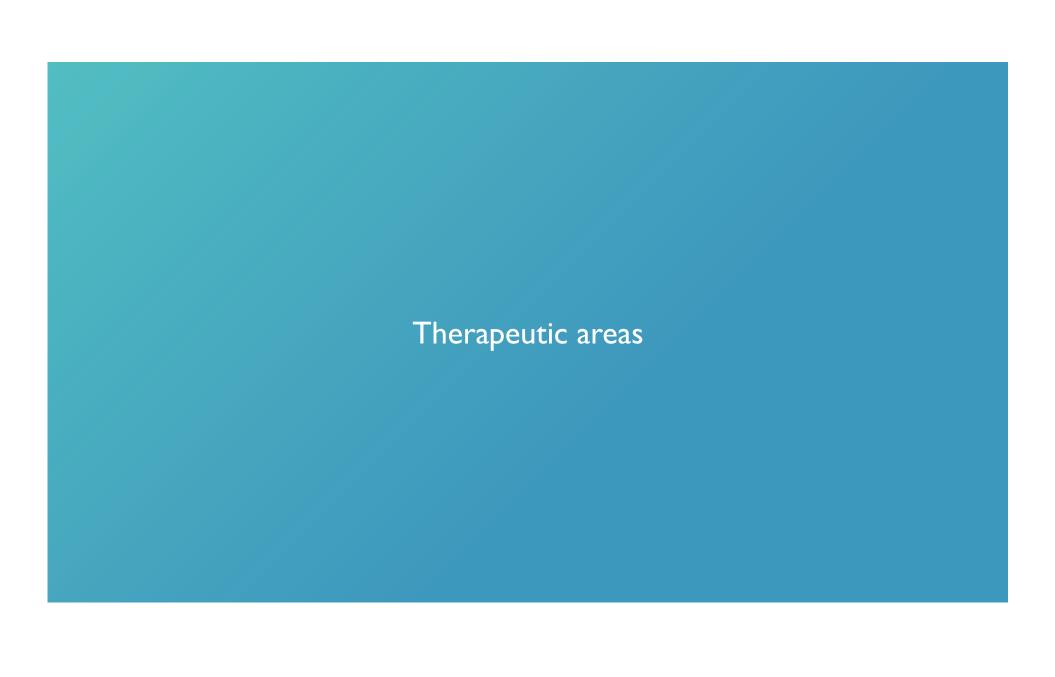




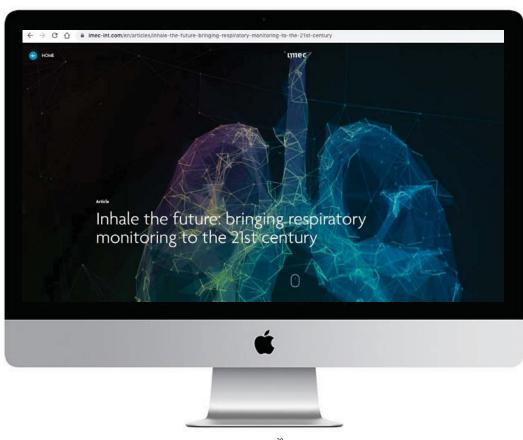
## Horizon: artificial organs

Where sensing is just a tiny piece

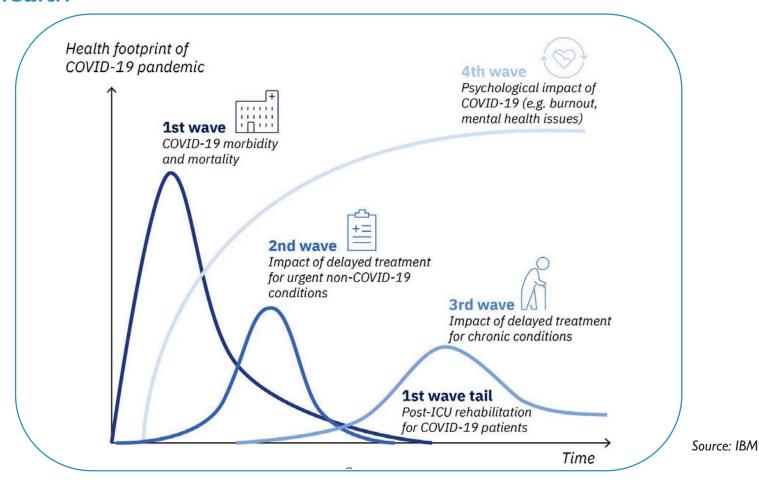




## Respiratory technologies



## Mental health



unec

## Platforms for mental health monitoring



Platform for the acquisition of brain electrical activity (EEG) using dry electrodes

- Simplifying the EEG acquisition setup: no cumbersome wiring, signals available within seconds of setup.
- **EEG** can now be taken on the go
- Modular platform that enables plug-and-play benchmarking of components

Mental health wrist-based platform

- GSR, PPG, temperature & motion as a modality
- High-level features (HR, HRV)
- Data models for multiple applications ranging from stress, activity recognition to pain monitoring





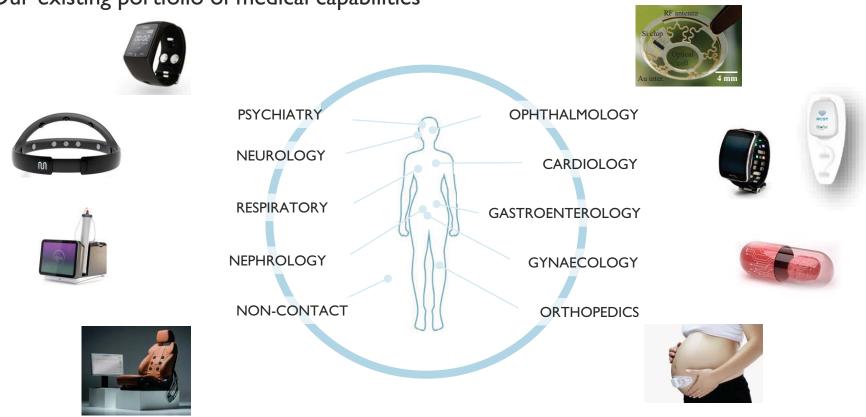




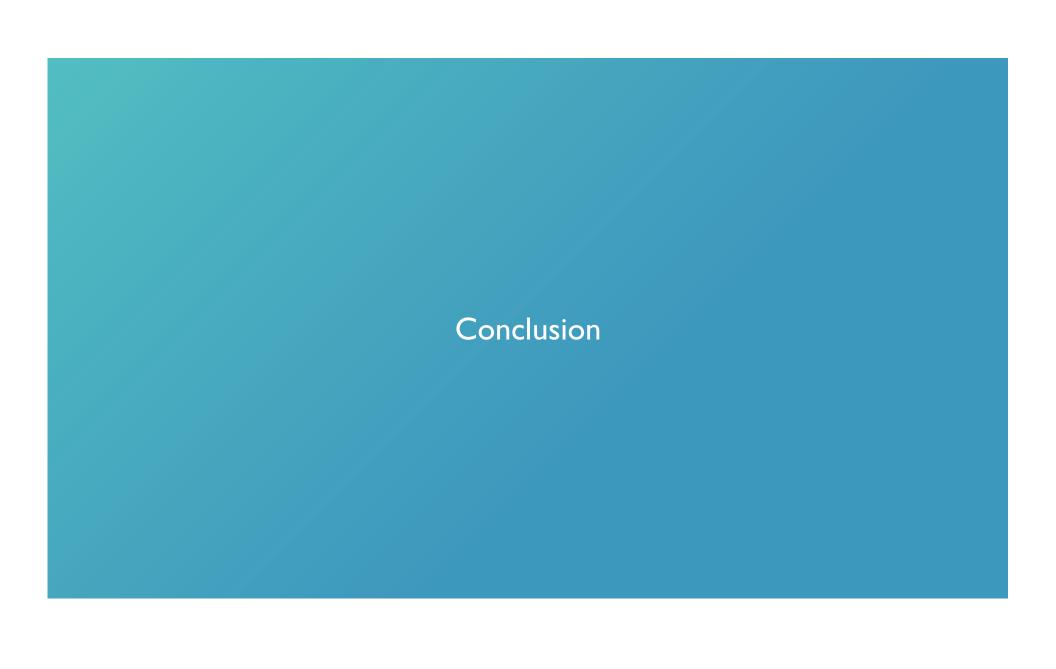


## CHS application fields

Our existing portfolio of medical capabilities



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## Conclusions

- COVID has pushed vital signs monitoring high on the agenda
- Remote vital signs monitoring will stay in the standard of care after the pandemic
- Imec has a vision going beyond wearable monitoring towards new form factors, actuation feedback and ultimately to artificial organs
- Remote vital monitoring wearable technology is now mature enough to fit the needs of pharma companies for clinical trial applications
- Respiration is high on the list, but let's not forget all other therapeutic areas

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# Thank you!

Questions? health@imec.be
For more information, visit www.imec-int.com/chs







embracing a better life

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PUBLIC



**Industry Events & Trends** 

Serving the Medical Device Community during, and post COVID-19

July 2020





### **OTC Hearing Aids closer to reality**

- OTC Hearing Aid Act of 2017 Passes
- HIA was not successful at limiting the bill to 'Mild Loss' only
- Now focuses on the FDA & Labeling
- July 24<sup>th</sup> 2018: <u>FDA issues letter</u> 'mandated process to publish proposed HH reg's by 18AUG2020 deadline
- Jul 2019: US House introduced H.R.4056 Bill that would provide Audiologists Services under the Medicare Program

### The Spin:

- Fuels Market Expansion
- OTC requires wireless connectivity



Source: The Hearing Review, August 19, 2017



Source: congress.gov, July 25, 2019



### The Day the Earth Shook (and ears rang)

- October 5<sup>th</sup>, 2018
   (Ahead of the August 2020 FDA process mandate)
- FDA approved the worlds first Hearing Aid which can be self-fit, programmed, and controlled by the user. A 'direct-to-consumer' device, or DTC
- Aug 2019: HIA argues against the FDA's authorization of Bose's self-fitting HA relied on flawed Phase II clinical study
- Oct 2019: FDA published its final order on the Bose De Novo application, classifying their self-fitting HA as Class II, requiring special controls

### The Spin:

- Bose Created their own Market w/Monster Consumer Brand
- Requires wireless connectivity
- Let the arm-wrestling begin

**Public Information** 

Following the news of Bose's approval, the stocks of some of the largest international hearing aid manufacturers—Sonova, William Demant and GN Store Nord—each dropped about 10%.

Source: FierceBiotech, October 8, 2018



Source: theverge.com, January 15, 2020



Source: engadget, October 5, 2018



## **Events & Trends**

The COVID effect





- 13Mar US: National Emergency declared
- 17Mar: CMS: Medicare Telehealth Benefits Expanded to include any healthcare facility
  - Physicians Office
  - Hospital
  - Nursing Home
  - o Rural Health Clinic
  - And from Homes
- 18Mar: Defense Production Act (DPA) is invoked to mitigate medical supply shortages

### The Spin:

- Follow the money
- · Will reimbursed Telehealth stick?



### Trump to invoke Defense Production Act to boost medical supplies

Wednesday, March 18, 2020

President Donald Trump said Wednesday that he would invoke the Defense Production Act to mitigate challenges with obtaining medical supplies.

Source: FierceHealthcare, March 18, 2020

#### Medicare Telehealth Benefits Expanded During COVID-19 Crisis

Mar 20, 2020 | Legislation, Medicare & Insurance, TeleHealth | \*\*\*\*\*\*



Source: HealthcarelTnews, March 17, 2020

ON

- 16Apr: Oticon<sup>®</sup> launches "Oticon RemoteCare"
- 17Apr: Starkey<sup>®</sup> partners with Google Cloud Storage<sup>™</sup> service, expanding its "Hearing Care Anywhere" project
- 23Apr: GN Resound<sup>®</sup> joins in with Resound Assist Live at-home services
- Remote programming capability:
  - First Fit capabilities
  - Settings are reviewed and modifications can be uploaded
- 24Jun: Apple® introduces Personal Sound Amplification Product (PSAP) features in iOS14 using AirPods®

### The Spin:

- Customers get service remotely
- It's all connected via Bluetooth<sup>®</sup> Low Energy



Source: The Hearing Review, April 16, 2020



Source: The Hearing Review, April 17, 2020



Source: The Hearing Review, June 24, 2020



7/16/2020 Public Information

- 09Mar: FDA Clears RRp (Respiration Rate from Photoplethysmography) monitor from Masimo<sup>®</sup>
  - o Critical vital sign + Sp02
- 10Apr: Full Market Release of Masimo SafetyNet<sup>™</sup> for remote monitoring
  - o Telehealth Solution
  - Masimo SET SpO2, RR, Pulse Rate, Perfusion Index, more



Source: LinkedIn, May 6, 2020



Source: medgadget, March 9, 2020

### The Spin:

- The timing wrt COVID-19
- And its Bluetooth Low Energy connected



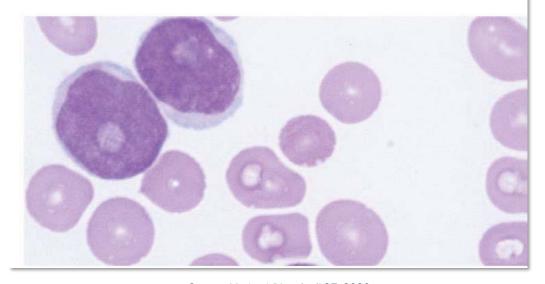


- 27Apr: FDA relaxes requirements for remote viewing of scanned images of slides
- Primary diagnosis by clinicians can now be remote, including to/from home
- Follows new policy by CMS

### The Spin:

- Follow the money
- · Digital pathology gets a shot in the arm





Source: MedtechDive, April 27, 2020



## **ON Semiconductor**

To improve Lives through Innovative Solutions





## Improving Lives Through Innovative Medical Solutions

### **Implantables**

ULP Custom ASICs
Medical Grade Discretes
ULP Serial SRAM
Full Foundry Services
Custom Manufacturing Services
FDA Compliant 3D Modules and SiPs



### **Clinical & Consumer**

Custom ASICs
Bluetooth Low Energy
Custom Manufacturing Services
FDA Compliant 3D Modules and SiPs



### **Hearing Health**

Ezairo Pre-Suite Tool Kit Complete DSP Based Modules Bluetooth Low Energy Power Management Custom Manufacturing Services 3D Modules and SiPs





### **Medical Imaging**

Mixed-Signal Custom ASICs CCD & CMOS Sensors:

- Large format CCD
- Large format CMOS
- Small format CMOS



ON

Medical Quality
Process & Product Longevity

**Public Information** 

10

## **Success Story**

## **Beacons: Contact Tracing and Healthcare IoT**

### **Challenge:**

 Maintaining or reducing the current product size, provide a BLE Solution that more than doubles battery life with ultra-low power Sleep, Rx, and Tx power.



### **ON Semiconductor Solution:**

- RSL10 (Bluetooth 5 certified radio SoC)
  - Displacing a leading competitor
  - Improved RF power & Battery performance
  - Small size

### **Intelligent Locations Benefits:**

- Higher performance beacon with industry leading processing and RF efficiency increasing accuracy and reliability
- Able to use the same form factor as existing product
- More than <u>doubles</u> the battery life of their beacon







To improve Lives through Innovative Solutions

Signal Processing, Wireless, and Medical (SWM) Division

**Public Information** 



# **Q&A Session**

## **Get in touch!**

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