



Keynote Presentation

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Harnessing nurse's experience and characteristics to advance medical technologies and innovation

Nurses are one of the human resources that are always in high demand as a tremendously important part of any healthcare establishment. It is a global phenomenon that has even taken its expression in special immigration schemes for nurses to countries striving for skilled work labor in this sector. There is another aspect of nursing that was overlooked for many years and recently is fewer disregards. That is the fact that nurses unique characteristics and experience may have a valuable contribution for technological and structural breakthroughs. With nurses being constantly in touch with patients, medical technologies and treatments routines, they seem to know best where challenges lay and often may even have a concrete direction for potential solution of a specific challenge. There are some excellent examples in which nurses took part in products development, resulting in not only a better design and functionality of the product but also with a more rapid adoption and implementation by the medical staff. Moreover, the nurses' continuous need to provide care under extremely challenging conditions and shortness of staff, seem to be another factor that contributes to nurses' resourcefulness and initiative to creatively approach daily challenges. Such features are turning this workforce population into a voice that should be getting the appropriate attention. Indeed, some commercial entities as well as hospitals have recognized their valuable perspective and have structured programs aiming to facilitate and encourage nurses' innovation. However, as logical as it may be, such initiatives are often not taking off due to several factors. Hence, opportunities for improvements that may create value for the nurses

as well as the whole healthcare ecosystems and eventually the patients, are missed. Governments as well as commercial entities need to embrace the understanding of how important it is to let nurses voice be heard. A supportive and tailored structure needs to form in order to overcome obstacles that prevent nurses from cooperating. It is also important to educate nurses on innovation ecosystem and acknowledge their value with such designated programs. Nurses have invented new technology to help them care for their patients. Pediatric nursing and director of the centre for bio behavioral research at the University of Pennsylvania School of Nursing, Barbara Medoff Copper says nurses have played a more significant role in designing a microchip device that is situated between the nipple and the rest of the baby bottle. She has not even mentioned any names; it is evident they have worked with nurses to develop the device.

Biography: Edith Bianchi is a senior global business development expert, specializing in the medical device industry. She has an impressive and quite extraordinary multi-disciplinary background and qualifications. Those are combining both clinical records as a CRA and registered nurse with CICU experience, as well as strong business management orientation with an MBA degree from University of Derby. She has a long track international record in medical device firms and was a key person in little meaningful strategic cooperation between major global players in the industry. She has proactively raised initiatives such as International group-Nurses Lead Technology, and continuously advocates for patients, medical staff and biomedical companies.

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