

# Neonatal Nursing and Maternal Healthcare

August 11-12, 2022 | Webinar

Volume: 08

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

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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 break throughs. 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.

### 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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