

CARDIOLINE THE BEATING HEART OF BETTER CARDIAC CARE



CARDIOLINE

AS IT SHIFTS FROM PRODUCT COMPANY TO SOLUTIONS PROVIDER, CARDIOLINE IS, ONCE AGAIN, BREAKING NEW GROUND WITH ITS DIAGNOSTIC CARDIAC TECHNOLOGY.

The Beating Heart of Better Cardiac Care

PROJECT MANAGED BY: JACK BIBBY

Though Cardioline has evolved over the years, the company's mission has remained largely the same. Determined to transform healthcare through technology, the organisation continues to advance diagnostic cardiology and make a measurable difference to the lives of patients worldwide.

Cardioline has long been a leader in the design, manufacture, and distribution of electrocardiography (ECG) devices and other cardiovascular diagnostic equipment. Present in more than 85 countries, the organisation collaborates with distributors, healthcare institutions, and clinicians to help expand access to valuable cardiovascular diagnostics.

Having built a legacy spanning six decades, Cardioline is a well-established partner in the medical community, but longevity has not dulled the company's ambition. Against the backdrop of a fast-changing world, Cardioline is aware of the need to push boundaries and explore new avenues for advancement.

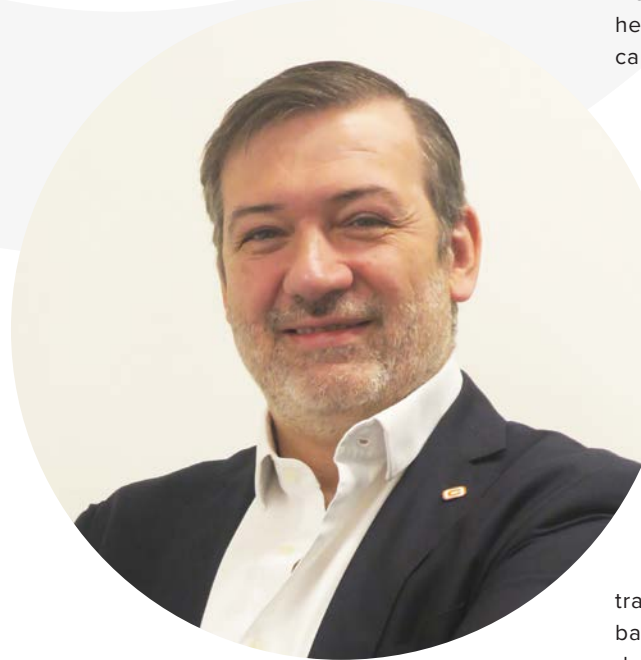
"We have successfully transitioned from a product-based company to one that delivers integrated solutions," reveals CEO Luís Meireles. "Diagnostic cardiology has become a commodity, and

advancements in technology have led to products becoming very similar. Our key differentiator is now our capability to integrate our devices into solutions that, in turn, can offer a patient better care."

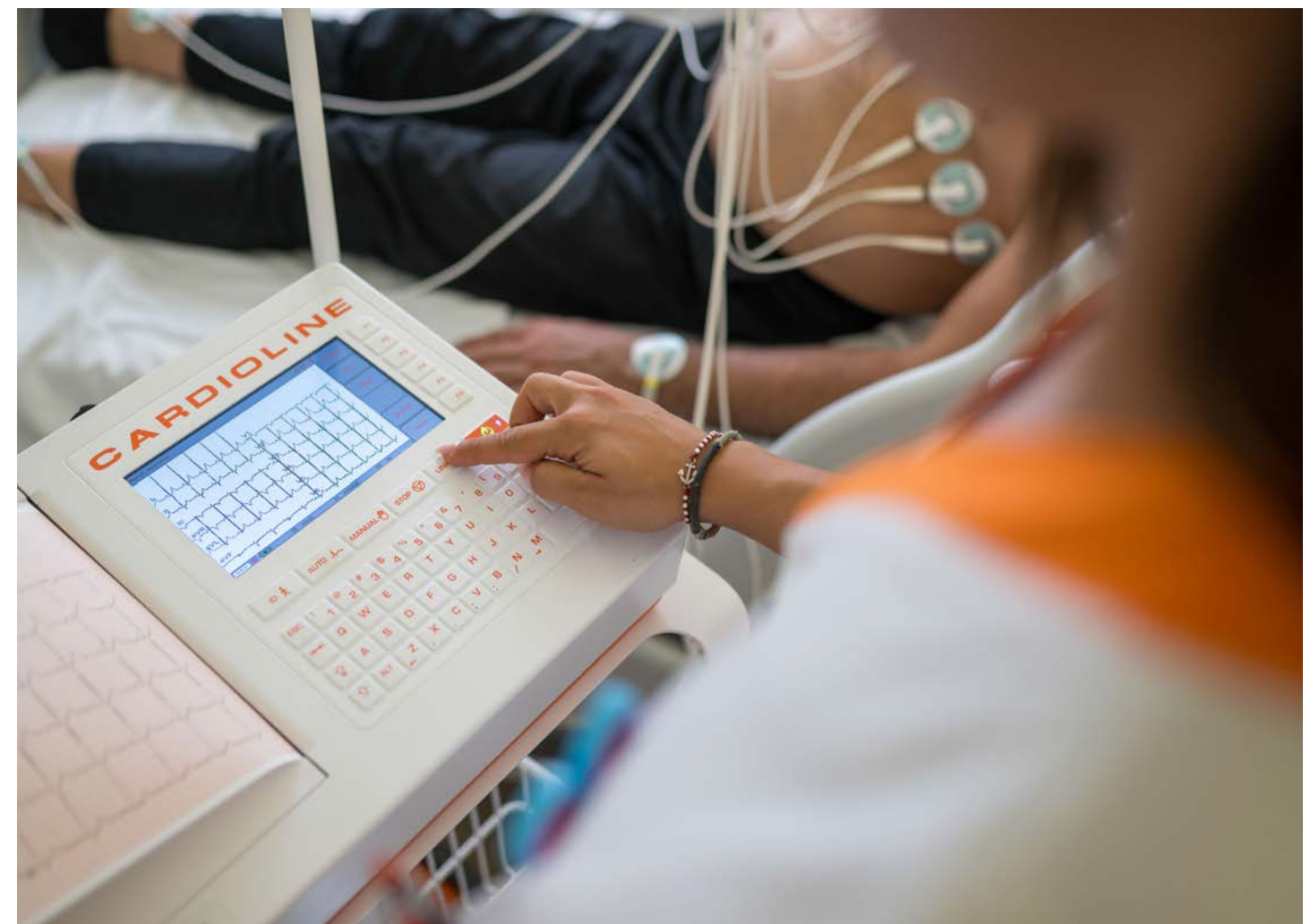
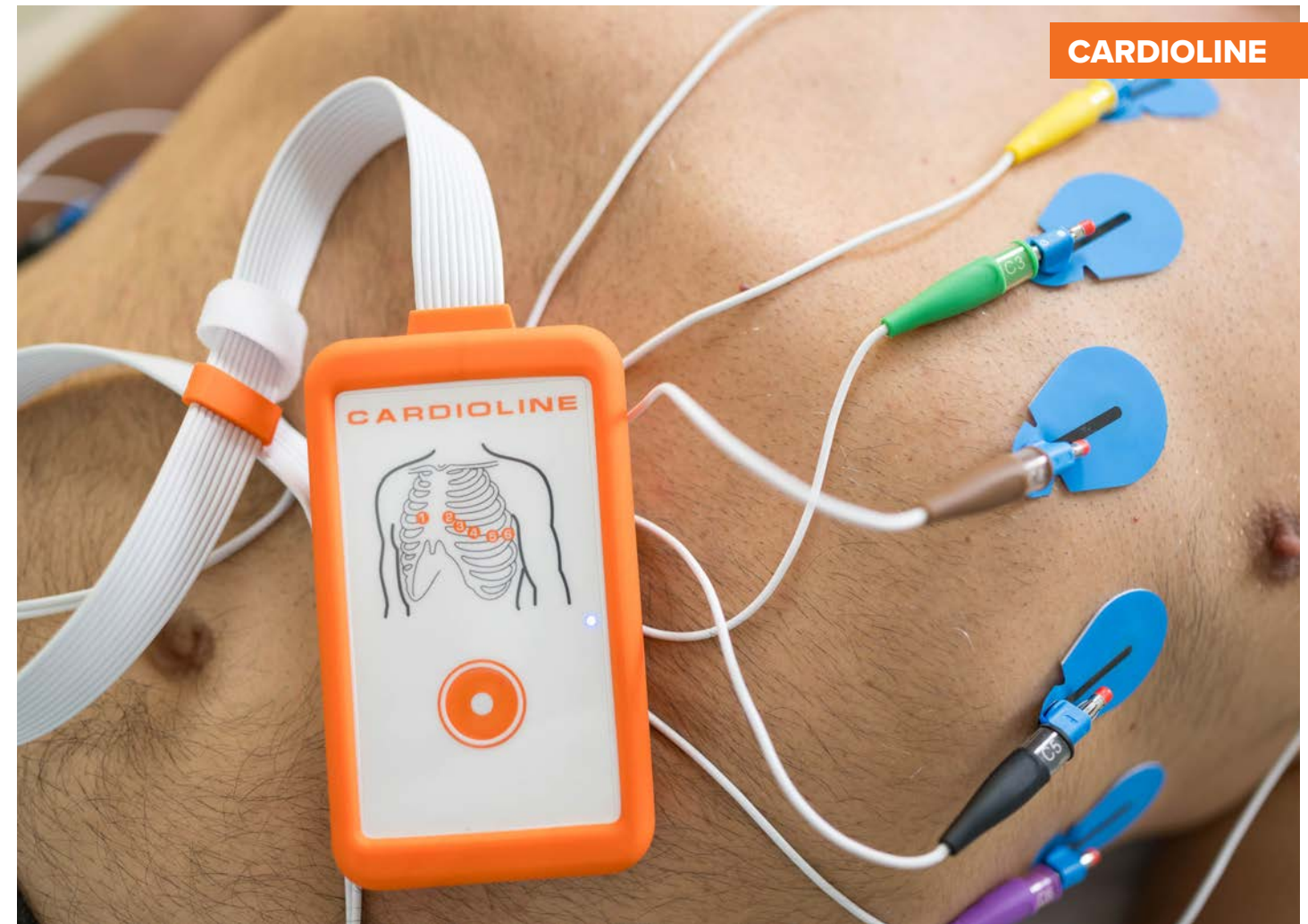
NATURAL STEP FORWARD

Having long established itself as a trusted medical device manufacturer, Cardioline has already made significant strides in its evolution into a full-fledged medical device solution provider. Building on its experience, the company is now seeing strong demand for its integrated solutions across a wide range of environments – from clinical practices to merchant ships.

"Europe's changing regulatory landscape presented our R&D department with a lot of challenges in the last few years, but we are now in a position of full regulatory compliance and can instead focus on creating a full line of new products," Luís says. "With the benefit of experience, our new product line will be finetuned for seamless integration in >>



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Luís Meireles,
CEO, Cardioline.



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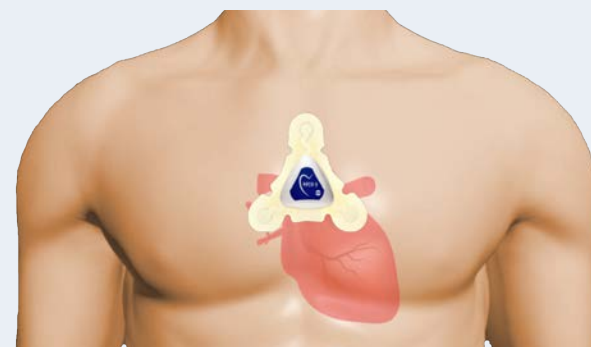
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our ecosystem. This will allow us to more effectively deploy solutions for our clients, as we will be dealing with devices that feature pre-integrated, solution-ready elements.”



A central part of Cardioline's new solutions-focused approach is the company's Open Diagnostic Cardiology Ecosystem. Designed to empower cardiologists and healthcare professionals, this ecosystem integrates differentiated devices with a browser-based, cloud-powered Web Application for data management. It ensures streamlined workflows, secure data access, and optimised efficiency – anytime, anywhere. ➤

Of course, Cardioline's conversion from products to solutions has not been simple. Much of the responsibility for the transition has fallen to the company's workforce, which has been enhanced and expanded for this specific purpose.

"We needed to build a team with the right skills and the correct mindset," Luís explains. "To help us navigate the current regulatory environment, we have launched a brand-new Regulatory Affairs and Compliance team. We had to enrol and train that team at speed, and we are already starting to see them achieve."

"The next challenge is to keep our development strategy in alignment with new regulatory challenges. We are effectively changing the full mentality

of the company, touching all processes and departments; I think we are well on the way to achieving that."

STRONG AND SKILFUL MANAGEMENT

Though it is a technology company through and through, Cardioline is highly reliant on people. New hires in key departments and positions need to hit the ground running, and as such, recruitment is critical to the company's success. It is a responsibility Luís embraces.

"As CEO, it's my job to hire the best people and put them in the right places," he declares. "I may have only been in this position for one and a half years, but I was lucky to inherit a talented team and an organisation that people want to work for. We

have a great legacy, a clear vision, and a story to tell. To help us achieve our goals, we have brought in people who align with our purpose and believe in our mission."

Alongside talent acquisition, strong and skilful management is equally important to Cardioline. Disregarding the family analogy used by many businesses, Luís likens the company and its workforce to a sports team. >>

"JUST LIKE A SPORTS TEAM, CARDIOLINE IS A GROUP OF PEOPLE ALIGNED BY A PURPOSE."



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“Just like a sports team, Cardioline is a group of people aligned by a purpose. In the same way that a sports team has players with different skills, so a business has employees with varying talents, abilities, and interests. There are experienced, senior team members looking for one more big year, and there are enthusiastic, young team members hungry to grow. My goal, as CEO, is to understand each person’s strengths and find a way to get everyone working together to achieve success.”

Honesty and transparency are two qualities that Luís tries to embody in his leadership. Good communication, the CEO suggests, is the key to an engaged and productive workforce.

“For any business, there will always be difficulties, but we are a very open organisation that communicates well with its employees so that everybody is on the same page. From that unified position, we can work together to reach our goals.

“Whenever something goes wrong, it is important for us to raise our hands and say, ‘look, we failed here’. This is not weakness, but strength. When you admit mistakes, you can learn from them; it helps you to remove barriers and reshape your path for an easier journey in the future. It is a strategy I believe in, and a strategy that fosters a resilient, collaborative, and highly motivated workforce.”

REDUCING THE BURDEN

Cardioline’s united team will be a major asset for the business going forward as it continues to combat cardiovascular disease – one of the most common causes of death in the world. To mitigate the disease’s impact, Cardioline strives to find more efficient



ways to predict and prevent cardiovascular events through its innovative diagnostic cardiology.

“Pre-scanning and proactive cardiovascular monitoring could help predict the probability of cardiovascular events before they happen, preventing diseases and significantly reducing the burden on the world’s national health systems,” Luís argues. “Supported by technology like AI, we are now looking to take telemedicine/telecardiology to the next level.

“Ultimately, we aim to bring our technology inside the clinical workflow, empowering physicians so that they can make better decisions for their patients. That’s what it is all about in the end – powering better care, both pre-disease and post-disease, in a more efficient, simplified manner.”



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