

01 Nov 2018 | Interviews

## QUOTED. Nov. 1, 2018. John Nosta.

by

With disruptive pressures from tech players like Apple and retail giants like Amazon, the push for device-makers to engage patients more directly with the help of data analytics and digital tools is high. But digital-health specialist John Nosta urges medtech firms to remember where their real expertise lies. See what he said here.

"As much as these companies want to say, 'We are the consumer-centric company,' they're not hiring hundreds of social scientists. They're hiring technicians and engineers and scientists. And I believe that is their single focus: the application of the exploding technological world to advance science in medicine." –John Nosta, founder, NostaLab

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