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## In-house development promotes sustainability and innovation at Care of Sweden in the pursuit of a world without pressure ulcers/injuries

Care of Sweden is a med-tech company dedicated to creating innovative solutions to improve healthcare, focusing on preventing pressure ulcers/injuries. By developing its own products in-house, such as AI-based mattress systems, the company has become independent and flexible in its product development. It adapts to the needs of healthcare professionals and global trends, such as an aging population and a shortage of healthcare staff, and works to create sustainable, autonomous solutions that facilitate care and free up resources.

### Background

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Care of Sweden is a company that continuously develops its own solutions to meet the needs of healthcare. The company's owner and founder, Magnus Högberg, emphasizes the importance of being an integrated part of customers' realities and gaining a deep understanding of their challenges to create products that truly make a difference. This customer-centric approach has allowed Care of Sweden to develop everything from multifunctional foam mattresses to today's advanced air mattresses equipped with AI technology and high-precision sensors.

One of the company's major breakthroughs came in 2014 when they launched the air mattress system CuroCell® UNO at the prestigious Medica fair in Düsseldorf. The product was the result of a four-year development project, where the entire production chain from idea to finished product was handled internally. Lars-Inge Magnusson, then Head of Development, emphasized the importance of the company's independence and the ability to own the entire development process, which contributed to positioning Care of Sweden as a leading player in medical innovation.

### Focus on real problems and future needs

Care of Sweden's product development is based on concrete problems, and the next generation of their in-house development is no exception. By developing fully autonomous products, they are designed to meet the challenges posed by an aging population.



*“Our future solutions are intended for home care and are tailored to the individual's needs with a silent and button-free design. The products' intelligent features, such as lowering the bed height to reduce the risk of falls, are a result of the company's philosophy to always start from real care needs,” says CSO Karl Bülow.*

All product development is done internally, which gives the company flexibility and independence. Magnus Högberg points out that this agile approach allows for rapid innovations in response to changing market needs. Care of Sweden also places great emphasis on user and customer feedback through close dialogue with healthcare professionals and the market.

*“It's about understanding what the market needs and then implementing it,” explains Magnus Högberg.*

He adds that the company also strives to anticipate future needs before they even arise – a crucial step in creating solutions that simplify everyday life for healthcare staff.

### Innovative solutions for an aging world

With a rapidly aging population and an increasing shortage of healthcare staff, the need for innovative medical technology solutions is greater than ever. Global trends show that the number of people over 80 will triple by 2050, placing high demands on both care units and home care. For many years, Care of Sweden has worked to improve the quality of life for individuals at risk of developing pressure ulcers/injuries, and their solutions are designed to address both ischemia and cell deformation, the two causes of pressure ulcers/injuries.

*“Research has shown that cell deformation, where cells are damaged by pressure when an individual is lying down, is as important a cause of pressure ulcers/injuries as disrupted blood circulation (ischemia). We need solutions that can address both factors,” explains Karl Bülow.*

By developing products with AI technology that not only identify these issues but also actively contribute to solving them, Care of Sweden's ambition is to work towards a future where pressure ulcers/injuries can be prevented more effectively and sustainably.

### Technology that promotes sustainability and quality of care

Care of Sweden's focus on sustainable development permeates their entire product development process. After the successful launch of CuroCell® UNO, CuroCell® IQ was introduced with the goal of optimizing pressure ulcer prevention care by integrating artificial intelligence. With the next generation in product development, the company continues to take further steps to simplify care work through fully autonomous and service-free products that free up time for healthcare staff.

*“Technology should facilitate and improve care, not complicate it – that is our view on sustainability,” concludes Karl Bülow.*

Care of Sweden continues to lead the way with its combination of advanced technology and a strong focus on long-term goals, aiming to contribute to a world where pressure ulcers/injuries can be prevented and treated more effectively.

## About

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Care of Sweden is a leader in pressure ulcer/injury innovation, dedicated to providing solutions that empower patients and improve outcomes with the help of healthcare systems worldwide. With a commitment to excellence and compassion, they strive to make a positive impact on the lives of individuals and communities worldwide. The vision is to eliminate pressure ulcers together with healthcare by our promise “Supporting Life”.