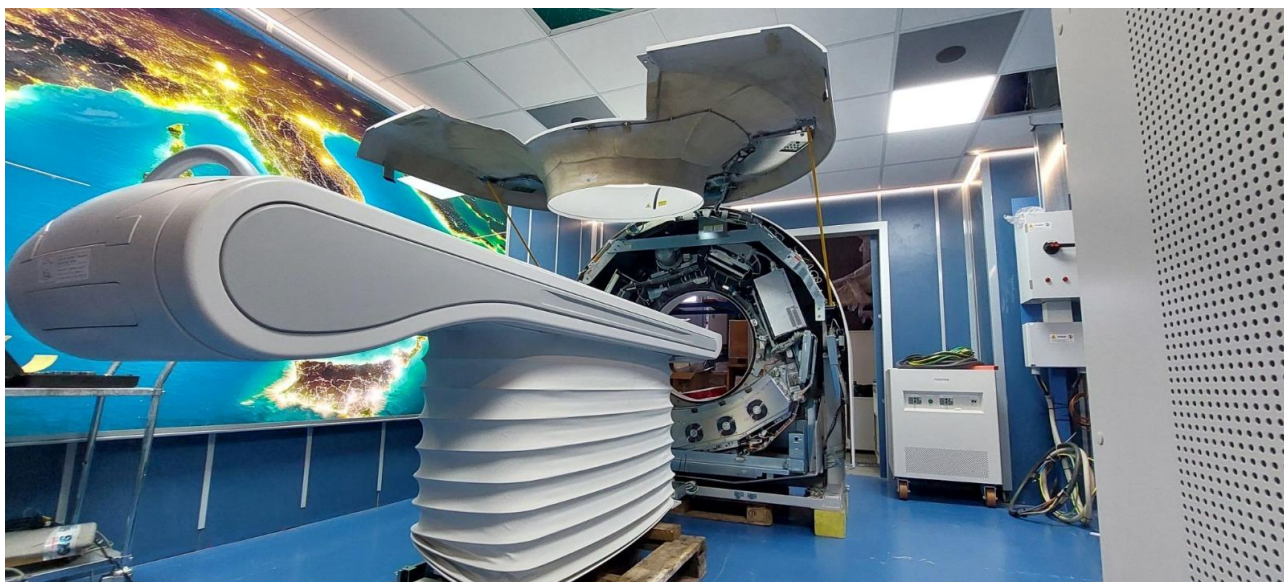




P R O D.

## With 'Servitization' Global Biomedical Service aims at the economic, operational and environmental sustainability of related diagnostic systems



**Tuesday 16 April 2024.** In response to the state-imposed moratorium on diagnostic equipment purchases until 2026, **GBS** readily embraced the concept of 'Servitization' of related biomedical devices, providing a concrete solution for **financial, operational and environmental sustainability**. This approach responds to the **immediate needs** of hospitals, public and private clinics, diagnostic centres and professionals, ensuring continuity in the provision of essential diagnostic services.

GBS, therefore, will be the first company in Italy to transform a commodity, such as MRI and CT scans, into a service in public and private healthcare.

**Global Biomedical Service Srl**, in collaboration with **Cross Hub**, a management consulting and temporary management company, recently signed a strategic partnership with **Paradigmix Srl** and **Phoenix Italia Srl**. The aim of this collaboration is to introduce the innovative 'Servitization' model, known as **EaaS (Equipment as a Service)**, for connected biomedical devices.

This initiative initiated the **first alternative finance and risk and performance monitoring of service contracts in the field of interconnected high-tech electromedical systems**. The transaction is supported by a substantial order book of service contracts for such equipment that aims to support the issuance of a **Digital Bond** to institutional investors. This process takes place through **Migliora Srl's 2mee2biz.com** platform, authorised by the Bank of Italy and Consob with resolution no. 22950 of 20 December 2023, to offer **equity** and

BTL Prod. Srl

Ufficio stampa | Marketing & comunicazione | Consulenza eventi | Promotion | Digital & social

[info@btlprod.it](mailto:info@btlprod.it)

Via Mirandola, 30 - Roma – [btlprodsl@pec.it](mailto:btlprodsl@pec.it)



**debt raising** services through an innovative **club deal crowdfunding** platform. The platform also allows access to **Participatory Financial Instruments (PFS)** and **Minibonds**.

Among the key actions implemented

- raising the necessary funds for the purchase of **diagnostic systems** through a loan guaranteed by the Fondo Centrale di Garanzia, through **Endeka Sgr Spa**, a leading financial operator that manages alternative investment funds and provides medium-term financing to Italian SMEs through digital operating processes;
- the **stipulation of multi-year service contracts in EaaS mode** with user healthcare companies through a contractual form that reflects the modalities and nature of the service provided;
- the determination of **risk-adjusted fee pricing** and related management of **risks and performance** arising from EaaS contracts through **Paradigmix Srl™**'s patented methodology. This methodology, in fact, makes it possible to determine each month the health status of the service contract through the calculation of '**performance scoring**', patented and certified through publication on **legally binding eIDAS compliant Blockchain**, and aimed at measuring and tracking the overall performance of the service contract;
- the use of receivables generated by the service contract as **collateral for the financing obtained**;
- the determination of the adequacy of the security for the duration of the service contract if the machinery is pledged as security for the financing by means of a **non-possessory pledge**;
- the use of **Paradigmix™** scoring evidence to provide **structured and certified feedback to lending counterparties**.

**GBS** is committed to offering state-of-the-art solutions for its customers' needs, always aiming at environmental, economic and social sustainability. And it does so through partners of excellence such as: **Paradigmix Srl**, a consultancy company specialising in Risk & Performance Management applied to XaaS (Everything as a Service) business models; **Phoenix Italia Srl**, a financial advisor specialising in acquisitions, disposals, mergers and corporate finance that was set up to facilitate companies' access to capital and support investors in diversifying their portfolios; **2meet2biz.com**, an innovative club deal crowdfunding platform for raising equity and debt, access to participatory financial instruments (SFPs) and Minibonds.

"The project implemented together with Global Biomedical Service represents the first alternative finance operation of its kind in Europe, thanks to the strategic partnership with Paradigmix, Phoenix Italia and the adoption of the 2meet2biz platform." Says Dante Laudisa, CEO of Paradigmix srl. "In this original initiative we find the following important ingredients: digital innovation, the adoption of the new business model, such as Digital Servitization, Risk and Performance Control and Monitoring, good and transparent Finance to sustainably support GBS in its journey, and the great entrepreneurial strength and resilience to mark the real turning point of servitization in the biomedical sector and beyond," concludes Laudisa.

Closes Giovanni Lombardo, CEO of GBS: "Thanks to our research and development team, we have devised an innovative integrated IoT 4.0 system that will enable remote control and

BTL Prod. Srl

Ufficio stampa | Marketing & comunicazione | Consulenza eventi | Promotion | Digital & social

[info@btlprod.it](mailto:info@btlprod.it)

Via Mirandola, 30 - Roma – [btlprodslr@pec.it](mailto:btlprodslr@pec.it)



monitoring of diagnostic systems and the entire examination room at all times. This system, integrated with Paradigmix's patented methodology for monitoring the performance of EaaS contracts, will guarantee to the financing counterparts, the diagnostic centres and, last but not least, to the patients undergoing examinations, the correct use and operation of the systems, improve healthcare performance and minimise maintenance interventions. This solution is a real innovation from a sustainable perspective because the possibility of remote intervention and continuous monitoring reduces on-site technical interventions and significantly extends the life cycle of diagnostic systems."

An innovative idea to ensure service quality and economic sustainability without neglecting environmental sustainability.

### **Notes on GBS - Global Biomedical Service**

Specialising in the sale, rental, installation, servicing and repair of both new and reconditioned equipment, including low and high field MRIs, multi-slice CT scans, ultrasound scanners, digital radiology systems, Faraday cages and healthcare construction, GBS is positioned as the partner of excellence for diagnostic centres in Italy and the rest of the world. In 2023, la [GBS Global Biomedical Service di Castel San Giorgio](#), was certified among the best start-ups in Italy by the [Politecnico di Torino](#) through the Social Innovation Monitor, for the 'Comprehensive Report on Start-ups with Significant Social and Environmental Impact 2023'.

The company sells refurbished and new diagnostic imaging equipment of major brands such as General Electric, Siemens, Esaote, Anke, Lanmage, Paramed, Philips, Fujifilm/Hitachi, Canon/Toshiba, Samsung/NeuroLogica, Technix, Intermedical, Tecno-Gaz, Vatech, Angell, GMI and Vinno.

### **BTL Prod**

#### **Press office**

**Aldo Padovano**

+39 3332237732

[a.padovano@btlprod.it](mailto:a.padovano@btlprod.it)

**Emiliano Nivelli**

+39 3298119353

[e.nivelli@btlprod.it](mailto:e.nivelli@btlprod.it)

BTL Prod. Srl

Ufficio stampa | Marketing & comunicazione | Consulenza eventi | Promotion | Digital & social

[info@btlprod.it](mailto:info@btlprod.it)

Via Mirandola, 30 - Roma – [btlprodsrl@pec.it](mailto:btlprodsrl@pec.it)