

ORACLE

Oracle AI Playbook

For Medtech

Connected care, AI, and cloud



Medtech

Medical technology (medtech) companies have access to more data than ever, yet they face challenges integrating disparate systems, managing inconsistent data structures, and maintaining data security and regulatory compliance. At the same time, they must turn that data into informed decisions that drive innovation, streamline operations, enhance clinical workflows, and support care delivery across the healthcare ecosystem.

Key imperatives for medtech

- 1 Run a modern medtech business on the cloud
- 2 Support informed decisions across product, patient, and customer experiences
- 3 Operate with security, resilience, and compliance-supporting capabilities across connected-device ecosystems

Forces shaping the medtech industry

Industry forces

Fragmented device, clinical, and enterprise data

Device, patient, operational, and commercial data often sit in separate systems, limiting real-time insight and slowing decisions across the business.

Complex product lifecycle and operational demands

Medtech companies must manage product development, quality, supply chain, service, workforce, and regulatory requirements across a global operating model.

Shift from device sales to connected, outcome-based care

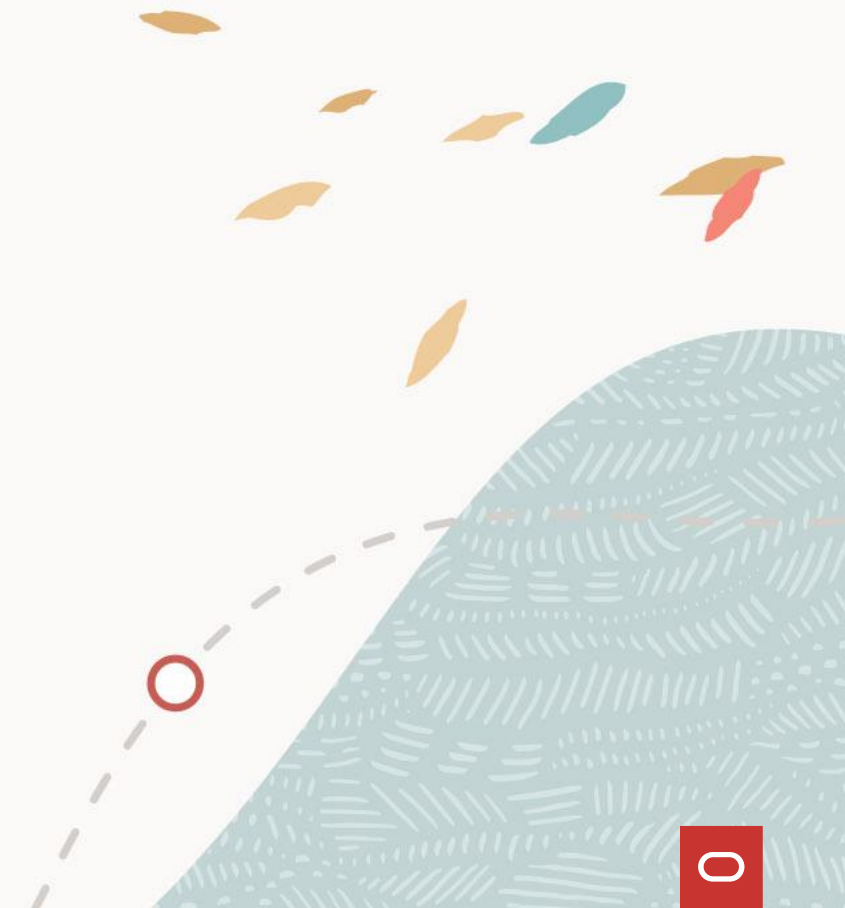
Providers increasingly expect connected products, interoperable data, remote services, and evidence of clinical and financial value.



Forces shaping the medtech industry

Vision of success

- 1 Run a modern medtech business on cloud >
- 2 Support product, patient, and customer decisions through data and AI >
- 3 Operate secure, compliant, and resilient connected-device ecosystems >
- 4 Starting your journey >



1: Run a modern medtech business on cloud

Connect Oracle Fusion Applications for finance, planning, supply chain, manufacturing, quality, workforce, sales, and service with device and operational data on Oracle Cloud Infrastructure.

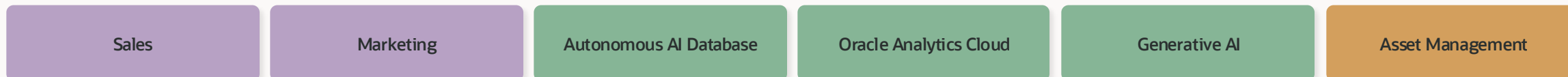
Recommended actions:

- Modernize on a security-focused, connected cloud across finance, supply chain, manufacturing, quality, service, and device data.
- Plan and budget by product, market, channel, installed base, and regulatory milestone.
- Equip cross-functional teams with controlled, timely insights to manage performance holistically.

How to get started:

- Prioritize AI use cases that can help improve efficiency while supporting applicable quality, regulatory, privacy, and validation requirements.
- Use natural-language AI for trend and variance analysis, event-driven forecasting, and what-if simulations.
- Deploy conversational tools to build and analyze product profitability, lifecycle cost, and cost-to-serve models.

Oracle capabilities enabling strategic goals



2. Support product, patient, and customer decisions through data and AI

Combine Oracle Health applications with OCI data, analytics, and AI capabilities to use connected-device, clinical, and enterprise data to help analyze product performance, support care-delivery workflows, and enable differentiated services.

Recommended actions:

- Help analyze device performance and relevant clinical data to support timely decisions.
- Use analytics and AI to identify opportunities to enhance products and services and support care-delivery workflows.
- Build digital services that help providers and customers act on timely, relevant insights.

How to get started:

- Determine the right KPIs to measure product, patient, and customer outcomes.
- Identify the device, clinical, and enterprise data sources needed to support those measures.
- Select a priority use case, such as remote monitoring, predictive maintenance, or service prioritization.
- Use generative AI to summarize data and support faster decisions.

Oracle capabilities enabling strategic goals



3. Operate secure, compliant, and resilient connected-device ecosystems

Use OCI security and integration services alongside Fusion quality, risk, compliance, and training capabilities to embed cybersecurity, traceability, and controls that can help support regulatory and quality requirements across the device lifecycle and enterprise operations.

Recommended actions:

- Embed cybersecurity and identity controls across connected devices, cloud services, and enterprise systems.
- Help improve quality and traceability and support compliance processes.
- Monitor device and operational risk continuously to support a timely response to security or quality events.

How to get started:

- Understand regulatory, cybersecurity, and privacy requirements for each market you serve.
- Assess security controls across connected devices, data flows, and third-party integrations.
- Centralize logging, audit evidence, and quality records for priority device portfolios.
- Define clear ownership and response processes for security, quality, and compliance-related events.

Oracle capabilities enabling strategic goals



Internal questions to get going

Connected devices and data

- Which devices should we connect first, and what outcomes do we expect from connectivity?
- Do we collect the device, clinical, and operational data needed to make informed decisions and create an environment to scale AI?
- Can providers and customers access the right data when they need it?

Product, patient, and customer outcomes

- Which product, patient, and service outcomes matter most to our customers?
- Where could connected-device data improve product performance, care delivery, or customer service?
- Which AI use cases would create measurable value for our business and customers?

Operations, quality, and compliance

- Can we trace device data, quality events, and service history throughout the product lifecycle?
- What cybersecurity, privacy, and regulatory risks do we need to address first?
- Do our quality, supply chain, manufacturing, and service teams work from consistent information?

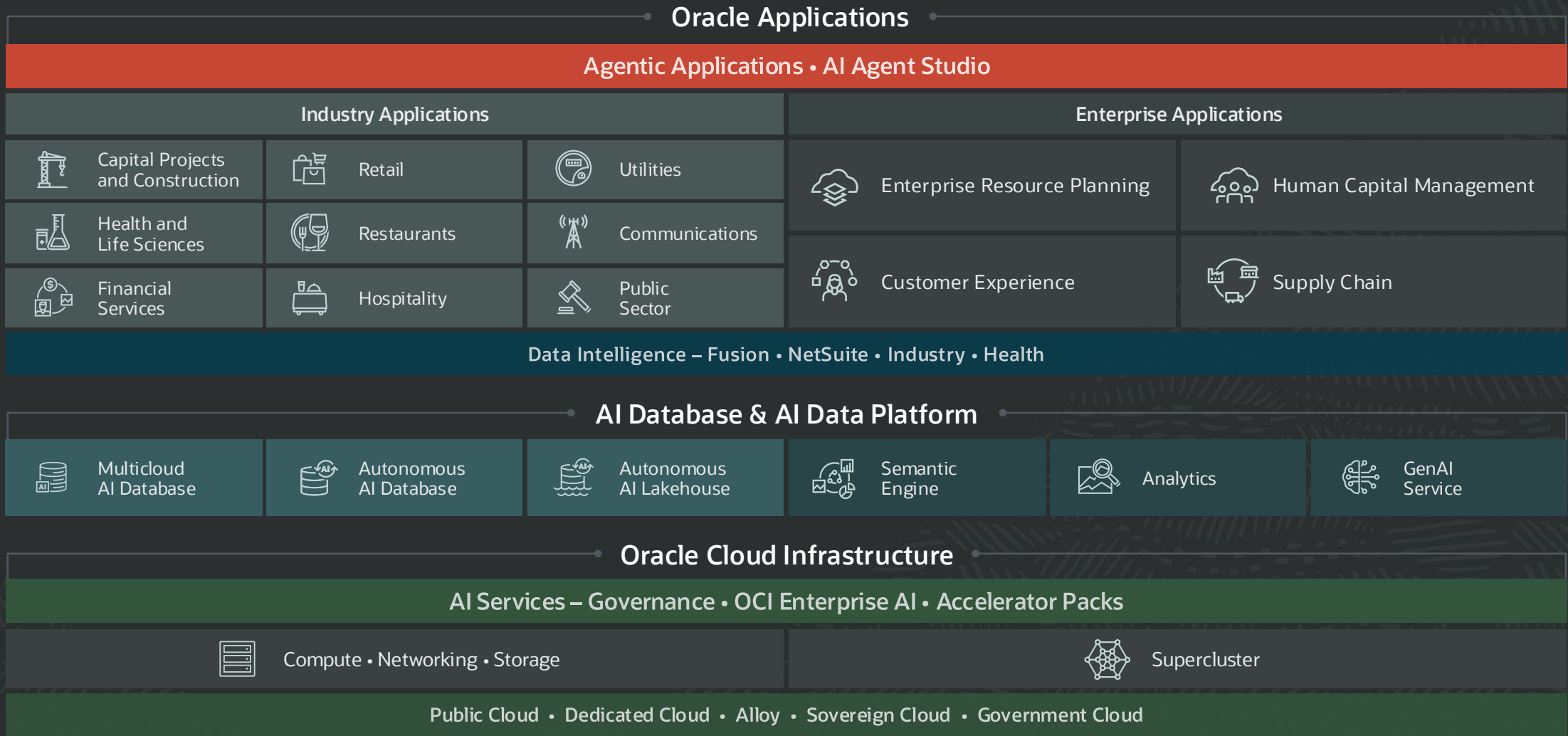
System architecture and integration

- How much custom integration do we maintain today?
- Can our devices, clinical systems, and enterprise applications exchange data through standards-based APIs?
- Do legacy systems or data silos limit our ability to scale connected products and services?



The Oracle AI Advantage

Connect industry and enterprise processes, trusted data, AI, and cloud infrastructure to improve outcomes.



Additional ways Oracle serves Medtech

Connects Medical Devices and Healthcare Data



Oracle provides capabilities to connect medical devices, clinical systems, and enterprise applications through OCI to create a connected foundation for interoperability, analytics, and AI.

Accelerates AI-Powered Innovation



Oracle helps organizations ingest, standardize, and analyze real-time device data with OCI, Autonomous AI Database, Oracle Health, and AI services.

Provides Cloud Infrastructure and Security Capabilities

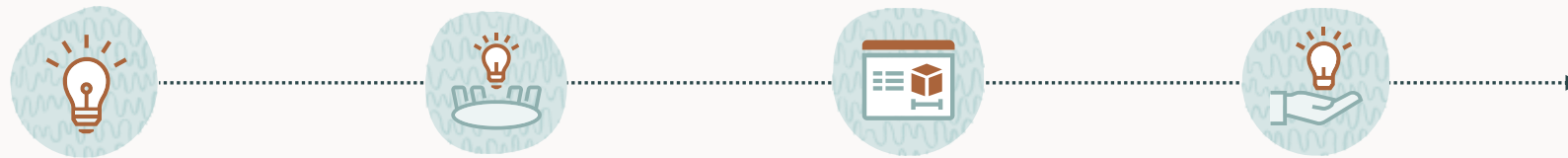


Oracle provides security, identity, and scalable cloud infrastructure capabilities that can help organizations support global connected-device ecosystems and address applicable compliance requirements.



Co-innovate with Oracle to turn your business challenges into AI solutions

Our AI co-innovation motion brings Oracle product engineers, industry experts and adoption expertise alongside your team to build, pilot, and adopt in weeks.



Bring your AI use case

Solve priority problems with measurable value

Co-innovate in pods

Partner with experts to understand workflow, data and requirements

Prototype-pilot

Build quickly and prove impact against KPIs

Sustain innovation

Evolve validated solutions beyond the pilot



Customer outcomes

Working production solution

A priority workflow built and run in your environment

Measured value

Progress tied to a North-Star KPI, not just a demo

Enterprise-ready execution

Security, run-readiness guardrails and full telemetry

Direct product influence

Validated learning informs reusable capability and future product direction

Why Oracle?



Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout. Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations. Cloud regions worldwide for commercial and government needs.



Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System. The same tools for all developers to easily personalize, extend, and build applications. Self-learning and self-improving applications.



Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Oracle AI Success Navigator

Unlocking the Full Potential of Oracle Cloud Applications with AI-Driven Best Practices



Achieve cloud transformation objectives

Leverage Oracle standards with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI



Make confident design decisions

Oracle Modern Best Practice and Oracle University learning modules deepen understanding and reduce customization risk, while hands-on practice through Starter Configuration helps drive experience-based decisions



Increase your investment's value with AI innovations

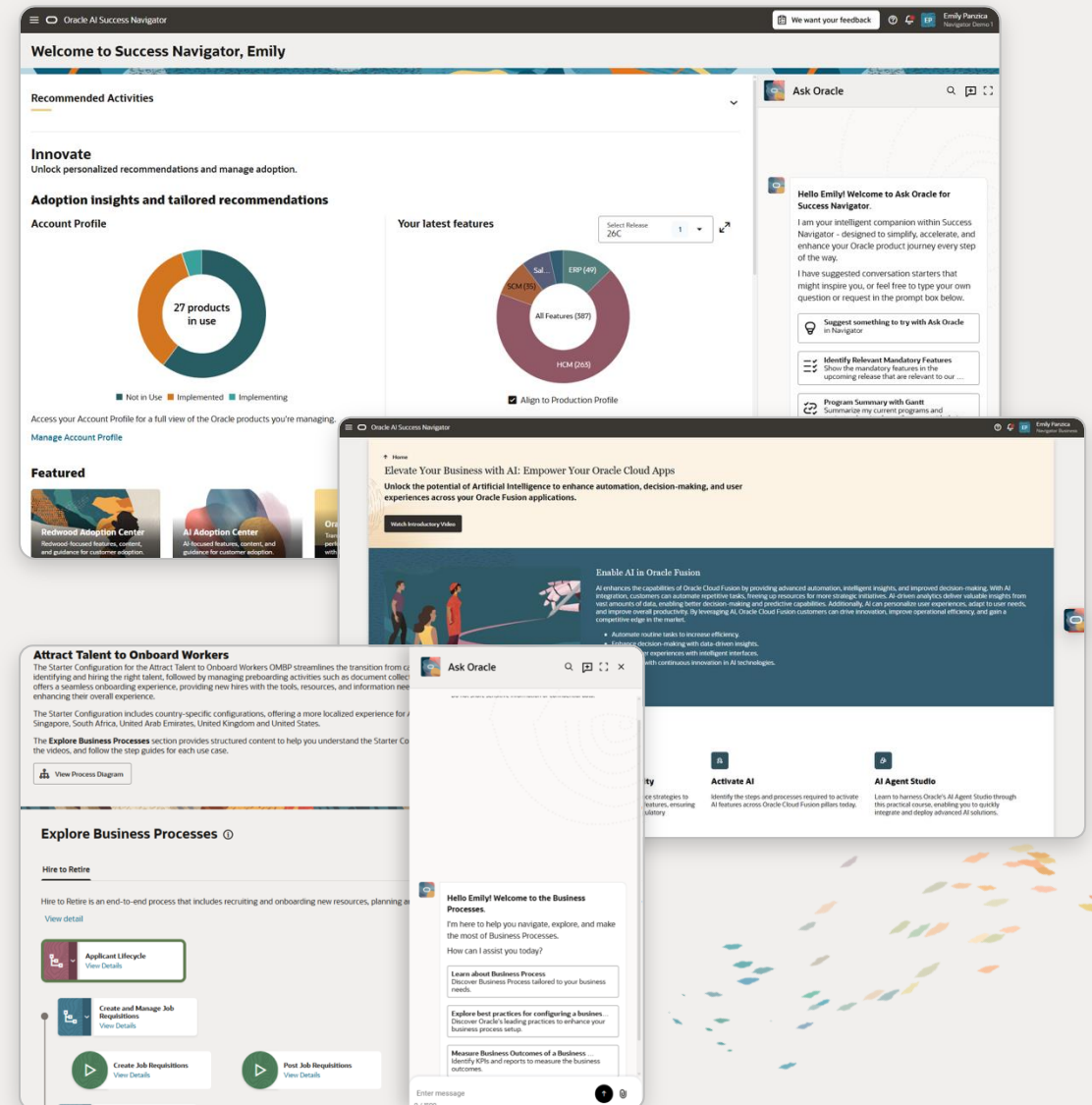
Accelerated process optimization and AI-driven recommendations maximize value of your Oracle investment, while consolidated release materials with customizable adoption roadmaps drive business and IT alignment



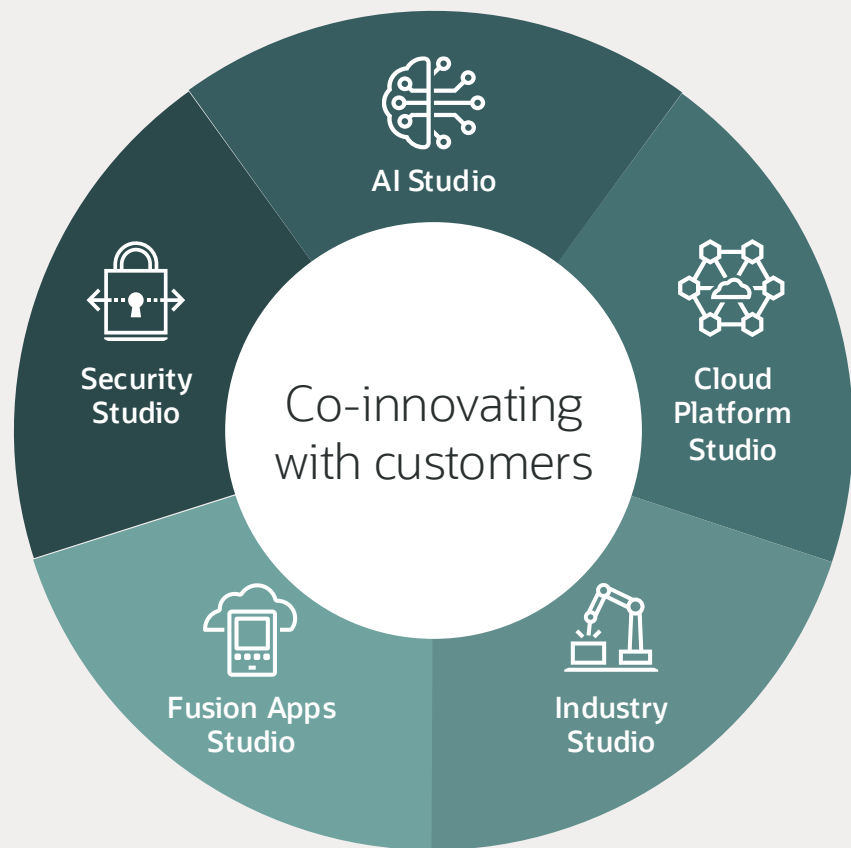
Leverage AI every step of the cloud journey

AI agents shape your journey and provide strategies for ongoing evolutions, so teams can focus on the differentiating, higher-value work

ORACLE AI Success Navigator



Driving value realization with CSS innovation studios



Accelerate Value Realization

Optimize business processes, minimize human error, and streamline labor-intensive tedious tasks through customer-centric industry solutions



Drive Innovation Adoption

Leverage Design Thinking workshops and MVPs to prioritize Oracle innovations and AI relevant for your business and then scale to production



Maximize Investment

Gain the benefits of AI, data infrastructure, and applications with CSS solutions, best practices, and guidance



Delivery Advantage

FDE approach blends functional, technical, and AI specialists to accelerate end-to-end delivery—from business design to scalable, value-led deployment.

Extensive partner ecosystem

+20,000

Partners and ISVs

 **accenture**

Deloitte.

 **KPMG**

 **pwc**

 **cohere**

 **Palantir**

 **Red Hat**

 **THOMSON REUTERS®**

 **VERTEX**

 **aws**

 **Google Cloud**

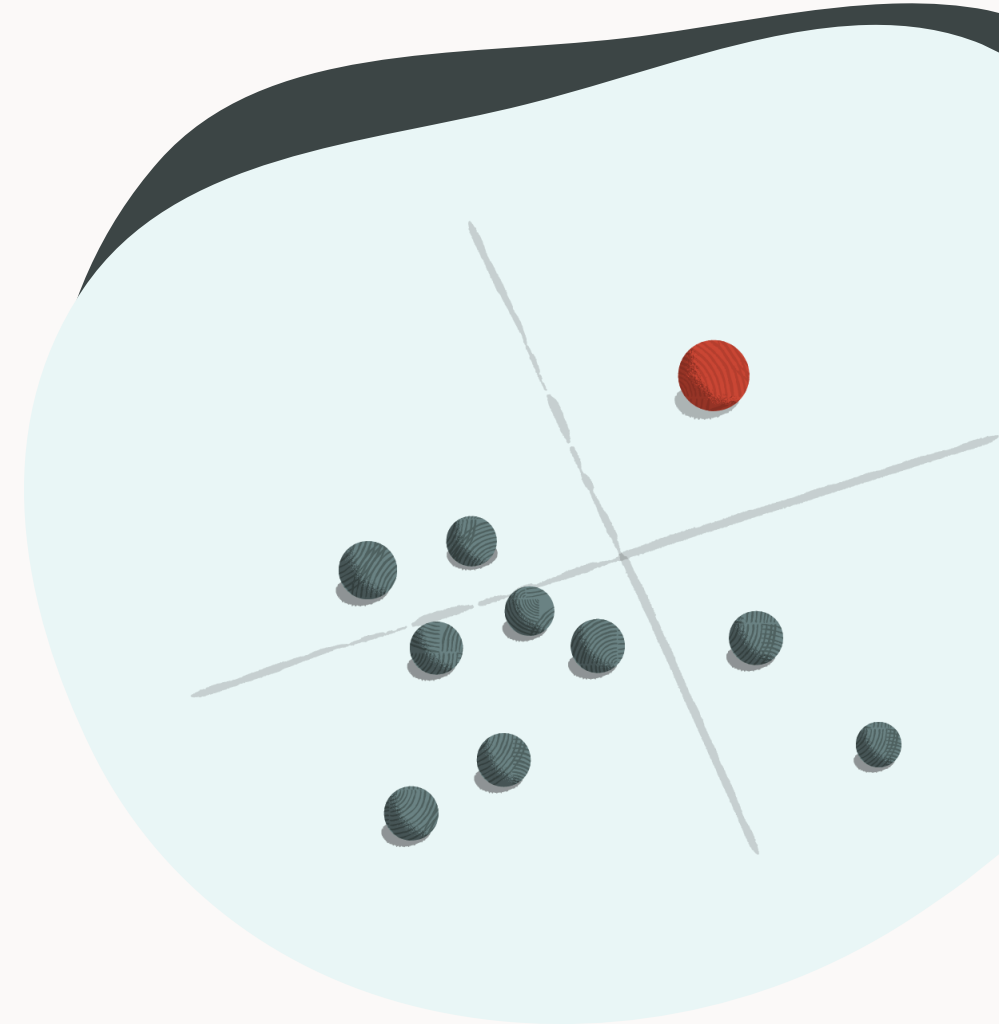
 **Azure**

 **nvidia.**

Consistently recognized leader in industry analyst reports

Discover the latest reports, research, and news from top analyst firms such as Gartner, IDC, Forrester, and Omdia.

Visit oracle.com/corporate/analyst-reports



Take the next steps to move forward

To learn more, please visit:

oracle.com/industries/medtech