

Joint press release DZNE / neotiv GmbH
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Enriching fundamental research with digital innovation: DZNE and neotiv GmbH enter into a long-term collaboration

"How can digital solutions sustainably improve research and, in the long term, the lives of patients?"

This question has been on the mind of the Magdeburg digital health startup neotiv since their first funding in 2015. The young company is a spin-off of the Otto-von-Guericke University Magdeburg. Based on current research findings, scientists, designers and engineers are developing an app that employs playful tests to measure important memory functions in every-day life.

In order to strengthen this research-transfer, the German Center for Neurodegenerative Diseases (DZNE) and neotiv GmbH are pleased to announce that in the future they will join forces to innovate research in Alzheimer's disease.

"A platform like neotiv's can take scientific studies to a whole new level. It helps us to measure changes in cognition more efficiently and thus better understand memory problems in the context of neurodegenerative diseases," says Dr. David Berron, co-founder of neotiv.

Scientists are now able to perform cognitive tests outside of clinical settings without having to make hospital appointments. The tests are simple and playful to perform, yet provide valuable scientific information. For example, they can show how interventions or lifestyle changes influence cognition.

Reiner Haseloff, Minister-President of the German Federal State Sachsen-Anhalt, sees great potential in the startup. "Only at locations that bring together excellent research and efficient support for founders can such a research-transfer succeed," he said when he visited neotiv this Monday in Magdeburg.

The neotiv software is already planned for usage in studies of the DZNE. In addition, neotiv's mobile apps are already being used in research projects in other countries.

The long-term vision of the cooperation between DZNE and neotiv is to advance the use of digital tools for research, prevention and medical care of neurodegenerative diseases.



Media Relations

Further information on neotiv and its founders can be found at neotiv.com/en/press.
Questions and releases of articles can be placed very gladly under presse@neotiv.com.