

HealthSTATS touts intellectual property assets



Dr Ting: HealthSTATS has 'no less than 45' patents

INTELLECTUAL property protection figures large at HealthSTATS International, a company described by its chairman and chief executive Ting Choon Meng as home-grown with a global presence.

The Singapore firm makes simple monitors that can be worn like a wrist watch to record blood pressure and heart-rate changes.

According to Dr Ting, the beauty of HealthSTATS's products is that they are simple, portable, inexpensive and non-invasive. And the company seems to be the only one making them.

Dr Ting says that the products have been cleared by all major regulatory authorities, including the US Food and Drug Administration.

So the real asset and strength of HealthSTATS is its

intellectual property – Dr Ting says that it has “no less than 45” patents.

The importance of intellectual property protection was brought home to the company before its products were launched in the market, when a big name in the biomedical business threatened to sue it for breach of copyright.

But HealthSTATS had done its homework and taken precautions to file patents to protect its products. It stood its ground, and Dr Ting says the company that threatened it backed off.

To maximise the value of its intellectual property and make HealthSTATS stronger, Dr Ting says that branding is vital – especially as Singapore is not known for high-tech bio-monitoring devices.

In fact, HealthSTATS is the only one here that owns patents

for such products, he says: “When we go out, people are bewildered. We suffer from lack of branding. Singapore is not known for such devices.”

HealthSTATS has International Enterprise and Spring Singapore to thank for helping it build up its intellectual property and branding capabilities. IE Singapore has not only provided the resources to develop these capabilities, it has helped at ground level to sell the company's products overseas.

Being a small technology outfit, Dr Ting says that HealthSTATS could only concentrate its limited resources in developing its technology in the early days. It did not even have time to think about intellectual property and branding.

So the help and resources offered by agencies such as IE Singapore were most welcome.