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Medtronic launches Customer eXperience Center in Singapore

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A first for Medtronic in Asia, the centre will harness leading-edge healthcare technology to create a worldwide interconnected training and knowledge ecosystem for better patient outcomes



Medtronic plc, a global leader in healthcare technology, has launched the Medtronic Customer eXperience Center (MCXC) in Singapore, leveraging innovative healthcare technologies across extended reality (XR), augmented and virtual realities, and robotics, to connect the global healthcare community from anywhere, at any time.

A first for Medtronic in Asia, MCXC's network capabilities will bring together Healthcare Professionals (HCPs) from around the world to ideate, share, and learn through state-of-the-art virtual technologies. It also provides them with access to immersive learning experiences, round-the-clock remote training, and future healthcare technologies and innovation.

The 22,000 sq foot MCXC will act as a one-stop healthcare technology hub for HCPs around the world to receive training on advanced innovation and medical treatment procedures.

One example is MCXC's remote XR cardiac training platform, which presents simulation through virtual technologies, giving HCPs an immersive experience on the latest medical devices firsthand without the need to be physically present.

The virtual hands-on training will also provide HCPs with access to knowledge sharing resources and opportunities that are focused on skills improvement and capabilities building, resulting in better patient outcome in the digital age.

Image caption- (From left) Chad Norberg, US Embassy Economic Unit Head, Diana Tang, Vice President, Global Commercial Operations and Customer Experience, Medtronic, (Onscreen, Left) Geoff Martha, Chairman and CEO of Medtronic, (Onscreen, Right) Rob ten Hoedt, Executive Vice President & President for Global Regions, Medtronic, Lavie Golenberg, Director and Head of Medtronic Customer eXperience Center (MCXC) and Sarah McGrath, Ambassador of Ireland to Singapore.