



Novela's Neureka™ and the Future of Neurostimulation

Over 1 billion individuals worldwide suffer from neurological conditions. The economic impact of these disorders is estimated to be a staggering \$8.5 trillion lost in global economic output (Reference [1](#)). Developing drugs for brain disorders has a 50% less chance of making it to market and takes 30% longer compared to other diseases such as cancer and heart diseases (References [2](#) & [3](#)).

Neurostimulation is emerging as a novel non-pharmacological way of treating brain disorders and is showing far greater efficacy with fewer side effects.

This [paper](#) published by Dirk De Ridder (University of Otago, Dunedin, New Zealand) speculates what the development of this field may look like and highlights some of the challenges holding it back. The paper identifies that the future of neuromodulation depends on three pillars:

- Better understanding of the brain
- Better neuromodulation technology incorporating neurosensing enabling closed-loop responsive stimulations ([Dynamicaceuticals: The next stage in personalized medicine](#))

- Integration of Artificial Intelligence (AI) for the development of “smart neuromodulation”
Recently [Novela Neurotech](#), has published a white paper in this [event organized by Endpoints at the annual BIO 2019 confab in Philadelphia](#).

The title of the Novela white paper is

[Leveraging Artificial Intelligence to Cure Neurological Disorders](#)

The [Novela Neurotech](#) white paper describes how Novela’s [Neureka™](#), a first-of-its-kind cloud-based medtech platform for [smart neuromodulation](#), serving medical device and biotech organizations, simplifies and accelerates the development of neurological therapies. By integrating Artificial Intelligence, [Neureka™](#) can bring about effective modalities and potential treatments for neurological diseases and disorders such as epilepsy, narcotic addiction, and Parkinson’s disease much faster and at a fraction of the traditional costs.

To request this white paper, please follow this link:

<https://neureka.cloud>

[About Novela and Neureka™](#)

Novela Neurotech is a San Francisco Bay Area based medtech startup with a research legacy in neurostimulation originating in the University of Waterloo.

Novela’s [Neureka™](#) smart medtech platform, significantly reduces the development time and cost of neurological treatments.

Contact: infoatnovelaneurodotcom