NOTRE | Selyon Group Srl
hardware and software development in healthcare

"Fabio Previato – CEO of Selyon Group Srl (Ferrara)"

"The analysis and design of needs were a key starting point for the development of our main product Seremy," Fabio Previato tells us, as CEO of the company Gruppo Selyon Srl, on the market for 15 years, but dedicating to products for the well-being of the elderly only since 2020. The company's flagship product is **"Seremy", a smart bracelet receiving on Cloud App requests for help and alarms of severe falls or immobility by the elderly users.**

"The company was able to do a careful needs analysis through the exact identification of the core functions to be made available within the product. One of the classic examples may be fall detection, and it was also one of the most complex operations. An algorithm was developed to detect falls **using machine learning technology**: **all the data of possible falls from the user community were analyzed, so that the tool would recognize more and more precisely whether or not the event occurred and whether it was severe**," Previato explains. In addition, the company sought to minimize the risk of product abandonment by trying to design a tool that was both easy to use and simple to wear.

The CEO of Gruppo Selyon Srl highlights a key point for the companies having a product that caters directly to the end user: "Since it is a product that caters directly to the end user, the company has **heavily invested in after-sales support by monitoring sales data and customer feedback, even on social media**. In fact, the company provides telephone support provided by 4 operators who handle 2,500 calls per month." This is the only way Seremy, the smart bracelet, continues to be a successful product.