

PRESS RELEASE**Brainlab Announces Sale of Level Ex Pharma Business to Relevate Health**

Medtech business unit integration by Brainlab will focus on accelerating adoption of complex surgical procedures using gaming technology

Munich, September 16, 2024—**Brainlab**, a leading digital medical technology company, today announced the strategic sale of the pharmaceutical and life sciences business unit of its subsidiary, Level Ex, to **Relevate Health Group, LLC**. The sale represents a strategic alignment for both companies, allowing each to accelerate the adoption of Level Ex technology in their respective areas and deliver enhanced value to healthcare professionals and patients. Brainlab will continue to serve Level Ex medtech customers and integrate video game technologies into its product portfolio, driving the adoption of complex technologies. Level Ex will continue to serve its pharma-focused digital solutions as a subsidiary of Relevate Health.

Under the finalized agreement, the Level Ex pharma business unit from Brainlab will be rebranded as Level Ex Games Powered by Relevate Health. Relevate Health, an expert in HCP omnichannel activation for leading pharmaceutical and life science companies, is well positioned to scale and expand this side of the Level Ex pharma business.

“We’re thrilled to have found a new home for the Level Ex pharma business,” said **Stefan Vilsmeier**, President and CEO, Brainlab. “Relevate Health is ideally positioned to continue the growth journey of this business unit, delivering substantial impact in the life sciences and pharmaceuticals industry with their compelling leadership role in growing brands and delivering ROI. We’re confident that it will flourish in a way that benefits healthcare professionals and their patients in new and innovative ways.”

“Integrating the Level Ex brand into our Relevate Health offering adds a new area of expertise to our omnichannel approach,” said **Tim Pantello**, CEO, Relevate Health. “Our vision is to bring more relevance to each and every HCP engagement. We believe that is best accomplished through omnichannel activation—or what we call our Omni Know-How. With the addition of Level Ex Games, we add the know-how to create immersive educational experiences for the pharma industry.”

Brainlab will continue to offer customers integrated video game technologies across the medtech sector, actively integrating it across the company’s product portfolios, focusing resources on opportunities aligned with its long-term strategies and a dual mission approach.

Digital education and training

The Brainlab digital education and training portfolio, under the brand Brainlab Xplore, is launching offerings in clinical indications such as spine and product portfolios like ultrasound.

Video game-driven advancement

Brainlab is integrating cutting-edge video game expertise and technology, such as advanced



simulation, life-like visualizations and content streaming, into its workflows. This integration will unlock new possibilities for how Brainlab customers perform surgery, educate patients, collect data to impact outcomes, and receive real-time training and instruction.

With this dual mission approach and together with their medtech customers, Brainlab will continue to innovate and leverage video game technologies across a broad range of clinical specialties.

About Brainlab

At Brainlab, we digitize medical workflows, from diagnosis to therapy, to offer clinicians and patients better treatment possibilities. Our innovative digital ecosystem forms the basis for modern healthcare technology in 6700 hospitals in 127 countries. At the forefront of health technology for over 35 years, Munich-based Brainlab employs around 2400 people with expertise across the entire healthcare value chain in 25 locations worldwide. For more information, visit [Brainlab](#) or follow us on [LinkedIn](#), [X](#), [Facebook](#) and [Instagram](#).

About Relevate Health

Relevate[®] Health is the Omni Know-How[™] expert—delivering data-driven engagement and omnichannel activation for targeted health care audiences, with local impact and national scale to meet the demands of pharmaceutical and life science brands. Relevate Health offers precise customer-centric solutions and services with proven ROI.

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