

The Blood Draw: A Century-Old Procedure Reinvented

What if a blood test could be done differently? That is the bet being made by Preci-Health, a medtech company based in Neuchâtel that wants to make the procedure simpler for patients while making life easier for healthcare professionals. With ezdraw™, the company is developing a capillary collection solution that would make it possible to carry out certain blood draws at home as well.

Making blood tests less burdensome

For many people, a blood test is a routine procedure. For others, it means apprehension, discomfort, or very real difficulties. This is especially true for children, older adults, patients with hard-to-find veins or a fear of needles, and those requiring routine blood work. Each blood draw sometimes comes with travel, wait times, and logistics that end up weighing on people.

"Blood collection has barely changed in the last century," observes Patrick Berdoz, CEO and co-founder of Preci-Health. At the same time, healthcare professionals are facing growing pressure on their time and resources. For the company, rethinking this procedure could therefore benefit patients and care facilities alike.

"People want to be more active participants in their own health," notes Laurence Blazianu, Chief Business Officer. Being able to carry out certain blood draws more easily would be particularly valuable for people who need to monitor their health regularly. The goal is not to replace all conventional blood tests, but to offer another option when the situation allows.

Samples compatible with laboratories

Making blood collection easier is not enough: the blood collected must also be suitable for analysis. This is precisely one of the areas Preci-Health has worked on.

The ezdraw™ device collects an average of 2.6 ml of capillary blood across two standard tubes. These tubes, used for various types of analyses, can then be placed directly into laboratories' automated equipment, without having to manually transfer the blood to another container.

"We listened to the market before developing our solution," explains Patrick Berdoz. The idea originated from needs expressed by players in the diagnostics field: they were looking for a new way to collect blood, but without having to disrupt their existing workflows. This compatibility with existing practices is a key point. For laboratories, an innovation is only truly valuable if the collected samples are suitable for analysis and seamlessly integrate into their current processes. According to data provided by Preci-Health, studies conducted to date have primarily examined collection volume, sample quality, and concordance with venous blood draws.

AI technology to guide the blood draw

One essential question remains: how can someone without medical training use the device correctly? Preci-Health is also betting on AI and digital technology. Paired with ezdraw™, an app guides the user through each step of the collection process in real time. The principle is simple: the patient places their smartphone in a holder, then follows the instructions displayed on the screen. The camera allows the app to analyze key gestures and track the progress of the procedure, preventing any misuse. Authentication features can also help ensure the integrity of the collection. The company states it has evaluated its solution with more than 200 participants (totaling 500 samples) in five internal and external studies. According to the results, 86% of the users surveyed would prefer ezdraw™ for their next blood draw. These initial results are very encouraging, and Preci-Health is continuing to validate its solution in ongoing studies. Commercial rollout will be gradual.

Laboratories, medical centers, pharmacies, and hospitals are among the initial target users, before expanding to home use. The goal is to make the procedure more accessible while meeting all necessary medical and regulatory requirements.

From innovation to the field

For Preci-Health, the project is now entering a new phase. The company announces that it has obtained CE marking under the European Medical Device Regulation. It is receiving strong market interest across multiple regions and is preparing its commercial launch with industry and distribution partners. Supply contracts with several international laboratories, as well as with the largest Swiss medical device distributor, are being finalized.

In parallel, Preci-Health is on track for FDA clearance of its product in the US. The company's collaborations include leading American clinics, the US healthcare network Intermountain Health, and a global player in in vitro diagnostic consumables. These essential partnerships help drive the ongoing evaluation and adoption of the technology in the US.

The next steps are clear-cut. Preci-Health is targeting an initial deployment phase with select partners, with a ramp-up planned from the second half of 2027. To fund this stage, the company announced a CHF 15 million Series B funding round, with CHF 5.3 million already secured and CHF 5 million currently open. Beyond the technology, the ultimate ambition remains straightforward: to prevent blood tests from being an obstacle in healthcare, while providing laboratories with a solution that integrates seamlessly into their workflows. For this century-old medical procedure, the breakthrough lies not only in how blood is collected, but in the ability to bring diagnostics closer to those who need them.

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