€1M Awarded to Norwegian–Dutch Healthtech Team Developing Innovative Jaundice Solution for Newborns in Africa

Picterus AS (Norway) and GOAL 3 (Netherlands) together won the Eurostars grant of 1M EUR to bring new jaundice screening technology to healthcare settings where it is needed most, with the potential to impact millions of newborns and help prevent the severe health complications caused by untreated jaundice in low-resource settings.

Joint innovation for better newborn care

Picterus AS and GOAL 3 announce today the official launch of JaundiceCARE, a joint Eurostars-funded project to develop and clinically validate a neonatal jaundice management system tailored to low-resource settings. Eurostars is a European funding program that supports innovative R&D projects led by SMEs.

The project addresses a major global health challenge: neonatal jaundice, which affects 60-80% of newborns worldwide, with 10% developing severe cases, causing over 100,000 deaths and 75,000 brain injuries annually. Early, accurate screening is critical but current methods can be inaccurate, costly, and invasive. Vital signs and other clinical data are rarely integrated, leading to improper treatment.

"Jaundice is a common condition that is fairly easy to manage and treat given the right knowledge and tools," says Tormod Thomsen, CEO of Picterus. "Unfortunately, too many newborns and their families are suffering the devastating consequences of severe jaundice, and this is what we aim to change with JaundiceCARE."

The Power of Collaboration

To help solve this issue, Picterus AS and GOAL 3 have joined together to create JaundiceCARE. JaundiceCARE will integrate Picterus® Jaundice Pro, an app-based medical device that allows for non-invasive jaundice screening of newborns, with GOAL 3's IMPALA, a patient management and monitoring platform developed for hospitals with limited resources. Together, they will create a unified, AI-powered clinical decision support system that combines early jaundice screening, with vital-signs monitoring and risk assessment.

"JaundiceCARE will give healthcare workers in low-resource settings an affordable, accurate, and accessible solution for non-invasive management of jaundice in newborns" says Niek Versteegde, CEO of GOAL 3. "It will help to prevent thousands of brain injuries and deaths that result from improper diagnosis of jaundice. We are very excited about the impact this product will make."

Validation in Tanzania

The development of JaundiceCARE will take place over 2 years. After the initial design, the technology will first be clinically validated (in preparation for CE Class 2a certification) in Tanzanian hospitals in collaboration with the Paediatric Association of Tanzania.

"Tanzania is excited to welcome this breakthrough!" says Dr Theopista Masenge, President of the Paediatric Association of Tanzania. "With Picterus' gentle, non-invasive technology and IMPALA monitoring working together, our newborns get safer care, our health workers get simpler tools, and our families get peace of mind. This is the future we've been waiting for."

Upon completion of the two-year project, it is expected that JaundiceCARE will be ready for use in hospitals settings across the world, both as a standalone software product and integrated into GOAL 3's IMPALAs patient management platform.

The project contributes to UN Sustainable Development Goal 3 by aiming to reduce preventable neonatal deaths and improve health equity globally

About Eurostars

Eurostars is a joint program between the European Union's Horizon Europe initiative and national funding bodies which supports innovative companies in international R&D projects with strong market potential. You can find out more about the Eurostars program here.

Picterus AS is a Norwegian medical technology company developing innovative solutions to improve newborn healthcare globally. Its flagship product, Picterus Jaundice® Pro, is an app-based medical device for easy, accurate, affordable, and non-invasive jaundice screening. By expanding access to accurate and timely jaundice screening, it supports better health outcomes for newborns worldwide.

Boilerplate GOAL 3

GOAL 3 is a purpose driven medtech company from the Netherlands. Our mission is to enable and empower health workers where it is needed the most, aiming to improve access to quality care for 100 million people by 2030. Our core innovation, the IMPALA system, is a comprehensive patient monitoring platform designed for resource-limited settings. It unburdens health workers and tackles preventable deaths in neonatal, pediatric, and maternal care by enabling a shift from reactive to proactive care. It has been shown to reduce pediatric mortality by 40-51% and neonatal mortality by 27%. You can find out more about GOAL 3 via their website.

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