

THE BIRTH OF THE MDM HOW A VISION SPARKED A GLOBAL REVOLUTION

In 2002, **Richard van den Brink** stood in a pharmacy and saw something that stopped him in his tracks. Pharmacists were meticulously checking thousands of medicine pouches by hand - one after another. It was a slow, repetitive process that demanded intense focus, yet left plenty of room for human error.

For Richard, a seasoned engineer and relentless innovator, it was both frustrating and inspiring. He didn't just see inefficiency - he saw an opportunity to reshape the system. With a background in mechanical engineering and a track record of building smart solutions, Richard recognized that this wasn't just a workflow problem. This was a global challenge in need of a breakthrough.

So began the journey that would lead to the **MDM - the Medicine Detection Machine**. Together with a network of development partners, Richard embarked on a bold mission: to create a system that could combine high-speed image recognition, robotics-level precision, and uncompromising pharmaceutical standards - all in one seamless, scalable machine. The road was long, filled with design trials, technical hurdles, and moments of doubt. But giving up was never an option.

A turning point came in Sweden, through a connection with **Apoteket AB**, one of Europe's most progressive pharmacy organizations. In a now-legendary phone call, Richard pitched the concept of the MDM to Apoteket's visionary manager, **Peter Skarin**. The timing was perfect - and so was the energy. Peter immediately saw the potential.

With the technical expertise of **Andrew Tamura-san**, an automation specialist from **Japan's Tosho**, and Apoteket's experience serving over 150,000 patients, the collaboration accelerated. Concepts turned into prototypes. Prototypes turned into performance. And the result was game-changing.

The MDM became **the world's first high-speed automated pouch inspection system**, capable of verifying 2,500 pouches per hour - a monumental leap from the manual limit of around 400. It wasn't just faster. It was safer. Smarter. And far more reliable.

Today, the MDM is in active use across more than 30 countries, helping pharmacists around the world ensure the safety and accuracy of medication delivery - one pouch at a time. **It has become a global standard in pharmaceutical automation, improving patient safety, boosting adherence, and driving healthcare efficiency.**

What began as one man's frustration turned into a movement. What started with a phone call became a revolution.

And behind it all was a founder unwilling to settle - driven by a clear goal:

make it better, for everyone

