



A new era of risk - managing medical events in the air and at sea

Exclusivity, isolation and private traveling is an increasingly popular trend.

But what happens when someone shows symptoms of ill health? How can technology help for those avoiding mass tourism and opting for remote travel experiences?

The way we travel has changed significantly in recent years. The pandemic introduced logistical complexities the everyday traveller never expected, while the aviation and maritime industry has had to adopt more stringent cabin safety procedures onboard to protect both passengers and crew. It's not only the laborious administrative process that passengers have had to complete in advance of their trip but it has also been the fragmented experience of travel itself. It therefore comes as no surprise that this global challenge has seen a rise in passengers choosing private jet charter and with travellers on the move again we are seeing more requests for longer range charters.

Business aviation offers fare flexibility as the industry introduced options such as empty leg, shared/ semi private jets and shared private jet clubs ([Forbes](#)).

When it comes to market size, the global corporate jet market size is estimated to keep growing to reach \$38bn by 2030 - those that can afford to fly privately are doing so (source: [marketsandmarkets.com](#)). Private jets totalled 3.3m flights across the globe last year, revealed by WingX's latest Global Market Tracker. That's 7% higher than the previous record set in 2019!

Private holidays in remote locations at sea are also on the increase. In maritime, expedition cruising to remote destinations on private vessels is becoming increasingly popular. **Ben Lyons, the Chief Executive Officer of EYOS Expeditions**, commented on the latest trends as well as on the current market's needs:

"We have seen a 300% increase in the number of trips over the last few years! People travel with EYOS as they want to be able to get away from it all, but that doesn't necessarily mean they want to be out of touch. In the harsh polar environments, we offer our clients safety and reliability, and since the pandemic, expectations around safeguarding personal health have only continued to grow."

Isolation and vacation away from the crowds has never been so attractive!

However, despite private charter and remote vacations offering exclusivity and isolation, the risk of communicable disease, including COVID19 is still a very real consideration. So, how do captains on yachts, superyachts and private charters manage incidents of infectious disease and other medical events in such unique environments such as like 30,000 feet in the air or onboard a vessel hours or even days away from shore? Well, the good news is these two markets are now typically investing in technology products to optimise the passenger / guest experience.

To prepare for a medical emergency, vessels and aircrafts typically carry standard medical kit and crew are trained to perform first aid response. Prior to the pandemic, yacht and superyacht captains also had the option to approach nearby cruise ships or vessels if they were far from the shore because these ships are usually equipped with a hospital room and a doctor onboard.

But, with health and wellbeing now being high on everyone's agenda a medical kit or a phone to the medical providers may not always feel like enough provision. Medical emergencies can be even more complicated when the passenger has other health challenges or long term conditions. **Mike Stones, the Group editor at Corporate Jet Investor**, mentioned in his January 2022 newsletter that the new aviation technology revolution is one of the five key factors that will shape the business aviation industry in 2022. The other key factors are strong demand; addressing supply; environmental and social governance (ESG) pressures to demonstrate responsible aviation practices and improving greater regulation in business aviation. Previously, having medical technology onboard may have been purely for insurance purposes but health is playing a more active role than ever before.

Nick Chubb, Managing Director of maritime innovation agency [Thetius](#) talked to us about how the pandemic has impacted maritime management of emergencies. He comments: *"The pandemic has shone a light on the difficulties that come with remotely supporting the medical needs of passengers and seafarers while at sea"* claims Nick. *"But, as with so many pandemic related problems, it has also shone a light on the leading role that digital technology can play. We have seen growing demand for digitally enabled medical support tools in the industry over the last two years."*

Medical technology that can help to support crew and monitor a casualty's condition in real time allows for faster and more informed decision making:

"We have to be even more self sufficient than we were previously. Having a reliable way to diagnose and treat patients, no matter where we are, can mean the difference at its most basic between a trip continuing or being cancelled, and at its most critical, between a serious medical incident or a very treatable one. Having expertise and resources that we can call upon outside the ship now is even more vital than ever."

Ben Lyons, the Chief Executive Officer of EYOS Expeditions.

Allowing maritime / aviation doctors to monitor the casualty's improvement or deterioration remotely enables a better understanding of the situation and recommended treatment pathway. Now, a medical provider doesn't have to rely on the crew's description of the incident via a phone call. Fragmented communication can be avoided by the uptake of market appropriate technology. Medics can have real time access to data that will help them 'review and recommend'.

This is our focus here at [Aiber](#), with years of research and end user feedback from a wide range of experts in aviation and maritime industries. Our team at Aiber have specialist backgrounds in physiology, technology and medicine which help to tailor our onboard medical emergency solution to our customers' needs in the most cost effective and appropriate way.



Aiber is a first response kit for Aviation and Maritime that communicates on-scene emergency data to professional clinical service providers anywhere.

You can find out more about us at www.aiber.co.uk