

METAVITAL: Irina Outlines' Leadership Vision Behind 25 Years of Functional Healthcare Innovation

"True innovation is not about making technology more complicated. It is about making people's lives simpler."

For more than two decades, METAVITAL has been following a clear purpose developing technology that helps professionals gain deeper insights while keeping the process practical, accessible, and easy to use.

Behind this journey is a commitment to continuous improvement, research, and listening closely to the people who use the technology every day.

As Managing Director of METAVITAL GmbH, Irina Outkine continues to lead the company's evolution, carrying forward a vision built on innovation, experience, and responsibility.

Under her leadership, METAVITAL has continued to strengthen its position as a technology company focused on functional assessment solutions for humans, horses, and dogs.

For Irina Outkine, the company's progress has never been measured only by technology development. It has also been measured by the relationships built with users, partners, and professionals around the world.

A Leadership Journey Built on Continuous Development

METAVITAL's story has been shaped

by more than 25 years of research, development, and refinement.

The company was built around the belief that technology should serve a meaningful purpose helping professionals better understand individual functional conditions through modern solutions.

Over the years, METAVITAL has grown from a technology concept into a complete ecosystem that includes software platforms, professional guidance, technical support, education, and continuous innovation.

A major part of this growth has come from the company's ability to listen.

"The ideas and experiences of our users have always been an important part of our development. Their feedback helps us understand what professionals need and how we can continue improving."

This customer-focused approach has allowed METAVITAL to develop solutions that evolve with changing requirements instead of remaining fixed.

Building More Than a Technology Platform

Many companies focus on creating products. METAVITAL has taken a broader approach by creating an environment that supports users throughout their entire journey.

The company provides not only technology but also training, guidance, software updates, and ongoing assistance.

This approach reflects Irina Outkine's belief that successful innovation depends not only on what technology can do, but also on how effectively people can use it.

"Technology creates real value when it becomes part of everyday practice and helps professionals work with

greater confidence."

Through its online training academy and continuous support structure, METAVITAL aims to ensure that users have the knowledge and resources needed to make the most of the platform.

A Defining Achievement: The METAVITAL TS Platform

One of METAVITAL's greatest milestones came in 2022 with the launch of the new METAVITAL TS software platform.

The achievement was the result of more than ten years of research, development, and continuous refinement.

Rather than simply updating an existing system, METAVITAL created an entirely new technological foundation designed to support future growth.

The platform combined years of experience, technological development, and valuable input from users around the world.

"The goal was not only to improve what already existed. It was to create a platform that could continue developing for the future."

Today, METAVITAL continues to expand the platform through new modules, regular software improvements, and additional capabilities.

Technology With Real- World Impact

For METAVITAL, innovation is ultimately about creating solutions that can make a difference in real situations.

One memorable experience involved a gentleman whose valuable cockatoo had become seriously ill. Despite consulting several veterinary specialists, the cause of the bird's condition remained unclear.



Irina Outkine, Managing Director

At that time, METAVITAL had not yet introduced a dedicated veterinary version, so the Human TS system was used to provide additional functional assessment information.

The insights gained helped guide further steps, and over time, the cockatoo's condition improved significantly.

The owner was so impressed by the experience that he later purchased two of METAVITAL's advanced systems.

For the METAVITAL team, this story demonstrated the potential of innovative technology to provide valuable information, especially in challenging situations.

"Every experience teaches us something. Real-world feedback is what helps technology continue to grow."

German Quality with a Global Perspective

Developed and manufactured in

Germany, METAVITAL combines technical precision with ongoing digital development.

However, the company's focus has always remained practical creating solutions that professionals can confidently integrate into their work.

The company believes advanced technology does not need to be complicated to be effective.

Instead, the focus should be on creating systems that are intuitive, flexible, and valuable for everyday professional use.

Looking Toward the Future

As interest in personalized and non-invasive health technologies continues to increase, METAVITAL sees significant opportunities ahead.

The company's vision is to expand its presence worldwide while continuing to develop new software modules, technologies, and applications. For Irina Outkine, the next stage of

METAVITAL's journey will continue to focus on the same principles that shaped the company's success: innovation, responsibility, and listening to users.

"The future of technology is not about adding complexity. It is about creating solutions that are smarter, simpler, and more accessible."

After more than 25 years of development, METAVITAL continues to move forward with a clear purpose bringing advanced functional assessment technology into a more practical and accessible form.

A small system with a much larger vision.

A technology platform built through decades of experience.

And a leadership philosophy focused on one simple idea: innovation should always create meaningful value.