MKT-126-EN – Press Release for MNHI website:

The OdonAssist™ device named one of TIME magazine's Best Inventions of 2026

Recognition by TIME celebrates a new approach to assisted vaginal birth and a major step forward in maternity-care innovation

EMBARGOED 15/10/2026 LONDON — Maternal Newborn Health Innovations (MNHI), a public benefit corporation, is proud to announce that the OdonAssist™ device for assisted vaginal birth (AVB) has been named one of TIME magazine's Best Inventions of 2026.

This recognition highlights the importance of innovation in maternity care and the potential for new technologies to advance how clinicians support women and babies during childbirth.

The OdonAssist is an inflatable medical device designed to assist vaginal birth when additional help is needed. It offers a new approach to assisted delivery, providing an alternative to established instruments such as forceps and ventouse (vacuum extraction).

Assisted vaginal birth is an important part of obstetric care, but the methods used have changed little over generations. The OdonAssist device represents a new approach, developed with the aim of supporting clinicians while placing the experience and wellbeing of mothers and newborns at the heart of care.

Gary Cohen, CEO of MNHI, said:

"Being recognised by TIME as one of the Best Inventions of 2026 is a tremendous milestone for everyone who has worked to bring the OdonAssist device into clinical practice.

"For too long, assisted vaginal birth has seen limited technological innovation. The OdonAssist device is the result of years of development, research and collaboration with clinicians, driven by a shared ambition to offer a new, innovative[1], safe[2-4] and gentle[3-5] option when assistance is needed during childbirth.

"This recognition is an outcome of highly effective collaboration among the design experts, researchers, clinicians, and global health leaders who helped make this innovation a reality. Most importantly, it reinforces the importance of continued innovation in maternity care."

<u>From innovation to clinical practice</u>

The OdonAssist device has progressed from development and clinical evaluation into real-world use. Clinical studies that were previously conducted in the UK and France reported favorable evaluation of device performance with positive maternal and operator perceptions and no serious device-related maternal or neonatal adverse reactions[2-4].

Following the achievement of CE marking in April 2025, the device was introduced into routine clinical practice in France, Italy and the UK. Use of the OdonAssist device has now expanded to seven countries in Europe, and further expansion globally is planned.

For MNHI, this recognition by TIME marks an important moment in a long journey to bring a new technology[1] into maternity care, working alongside obstetric teams to support its adoption and use.

ENDS

Notes to editors

- About the OdonAssist™ device: OdonAssist is an inflatable medical device designed to assist vaginal birth when additional assistance is required. It offers a new, innovative[1], safe[2-4] and gentle[3-5] alternative to established assisted-birth instruments such as forceps and ventouse (vacuum extraction).
- About Maternal Newborn Health Innovations (MNHI): MNHI is a public benefit corporation focused on innovation in maternity care, with a mission to improve maternal and newborn health outcomes.
- Further information: www.mnhi.com

Media enquiries
Hannah Henderson
Director of Communications
Hannah.henderson@mnhi.com
0044 7738290979

Blackstone et al. Will vacuum delivery go the way of vaginal breech delivery? Contemp Ob Gyn.2019; Vol 64 No 07.
[2] Hotton et al. Outcomes of the novel Odon Device in indicated operative vaginal birth. Am J Obstet Gynecol 2021;224:607.e1-17.
[3] Hotton et al. The OdonAssist inflatable device for assisted vaginal birth—the ASSIST II study (United Kingdom). Am J Obstet Gynecol 2023; 230, S932-S946.e3.
[4] Mottet et al. Safety and efficacy of the OdonAssist inflatable device for assisted vaginal birth: the BESANCON ASSIST study. Am J Obstet Gynecol 2023; 230, S947-S958.
[5] Hotton et al. Women's experiences of the Odon Device to assist vaginal birth and participation in intrapartum research: a qualitative study in a maternity unit in the Southwest of England. BMJ Open 2021;11:e057023.