MedTech Week

EUROPEAN MEDTECH WEEK ▪ VOL.5 ▪ 2019

a MedTech Europe Initiative

The MedTech Week

Showcasing life changing technologies across Europe

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SLOVENIA / SPAIN / SWEDEN / SWITZERLAND / UNITED KINGDOM / PERSPECTIVES / COMMUNICATIONS

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The MedTech Week 2019 was organised from 3-7 June 2019.

MedTech Week provides a European platform for local initiatives to promote the work the medical technology industry is doing together with different stakeholders – patients, carers, professionals, decision-makers and many others. Since 2015, national associations and companies held more than 150 activities every year in Europe and beyond to illustrate the role of medical technologies in saving and improving lives, and enhancing sustainable healthcare systems.

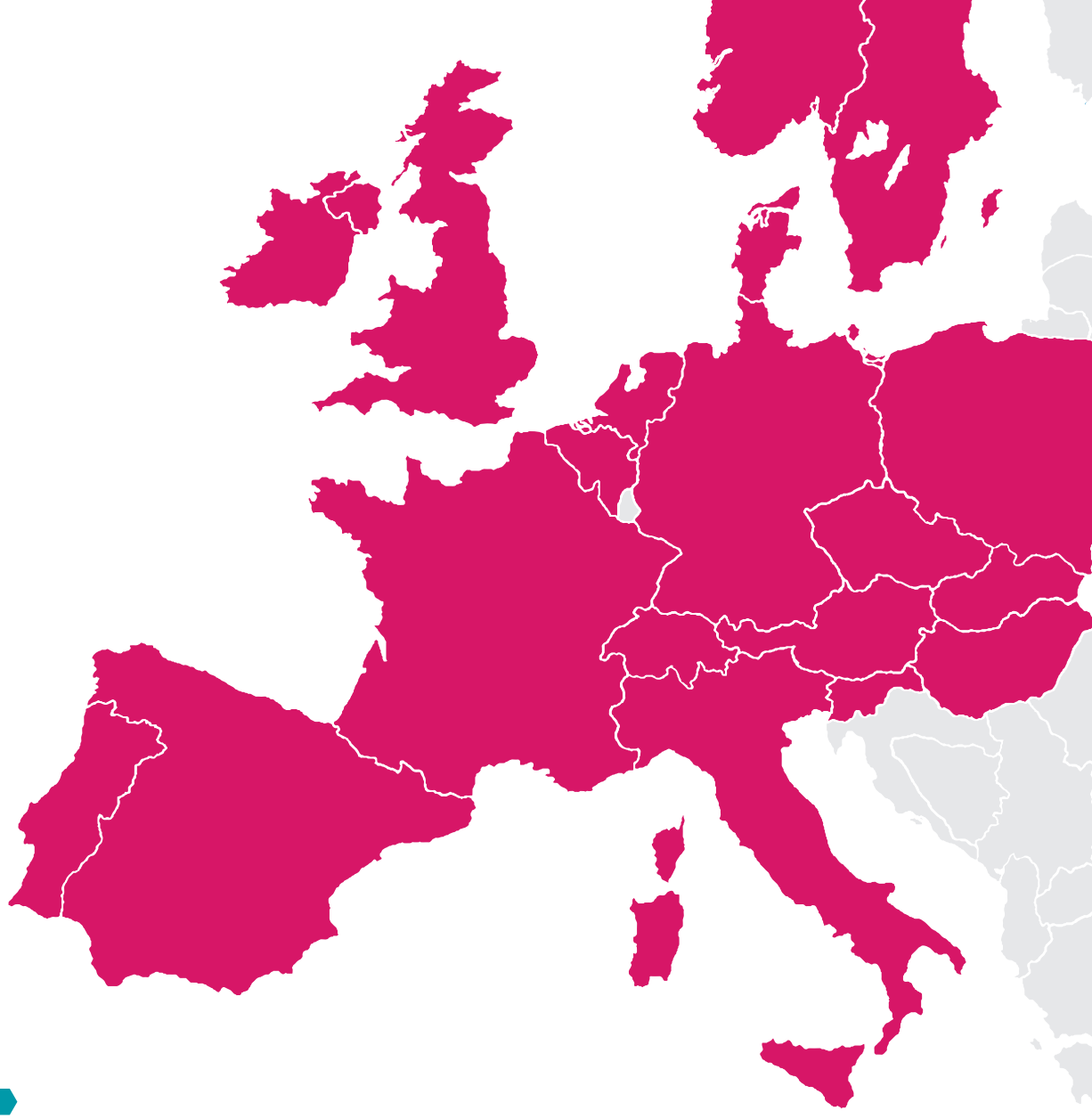
MedTech Week is a MedTech Europe initiative.

Find out more on **www.medtechweek.eu**

#MedTechWeek

Introduction

Country Activities



Perspectives

Communications

An industry to be proud of

Europe's medtech sector is delivering for citizens

The medical technology sector is incredibly diverse yet impressively unified. Yes, there are 27,000 companies producing 500,000 products, but the people behind the technologies have a shared sense of the need to improve people's lives.

This diversity and common ambition are perfectly reflected in the MedTech Week magazine. Here, you will find patient perspectives, stakeholders' stories, and prime examples of innovative companies – large and small – dedicated to solving the challenges that lie ahead.

The fifth European MedTech Week illustrated our efforts to improve and save lives, to make health systems better for everyone and defined an industry driven by adding value for patients.

I am particularly pleased to see so many examples of companies reaching out to their communities and engaging with employees – after all, medtech is really about people rather than technology.

I'd like to thank all those whose creativity make MedTech Week great. Together, you have raised the profile of the industry and enhanced relationships with other healthcare actors. I am also grateful to those from outside medtech – including national and EU policymakers – who engaged with companies and national associations to discuss hot topics in European healthcare.

MedTech Week paints a picture of the unique nature of our industry. Just as we redouble our efforts to understand the perspectives of other healthcare stakeholders, I hope this publication will help deepen the broad appreciation of the contribution made by medtech.

Serge Bernasconi
Chief Executive Officer, MedTech Europe

A time to talk about medtech

Now in its fifth year, MedTech Week is an opportunity for collaboration between members and for actively engaging with external healthcare stakeholders on communicating about the value of the medical technologies. We appreciate that every year an increasing number of our members participates in MedTech Week. With every additional initiative, we achieve greater awareness of the importance and indispensability of medical technologies across Europe.

MedTech Week has grown to become so much more than just another awareness event. It is now a platform for dialogue. Not only does it put the role of technologies in the spotlight, it sparks lively and meaningful discussions on the big issues facing the future of healthcare.

Every year it inspires innovative events hosted by companies and national medtech associations across Europe. The diversity and creativity of initiatives that shines through during MedTech Week reflects our diverse and creative industry. This simply could not happen without the active participation of companies and national associations.

MedTech Week provides the perfect chance to reflect on, and appreciate, the trusting partnerships our industry has developed with healthcare providers and the resulting benefits we bring to the lives of millions of patients. This year we were especially heartened to see an increase in the number of external stakeholders taking an interest in events hosted by members. These interactions offer valuable opportunities to exchange ideas and discuss vitally important topics with EU and national policymakers.

We hope you enjoy this publication and find inspiration for engaging in next year's MedTech Week – **and every week**. We can only solve our shared challenges by working together.

Michael George
Communications and Public Affairs Director EMEA, Edwards Lifesciences and Chair of Communications Committee, MedTech Europe

Philipp Lindinger
Managing Director, AUSTROMED and Chair of National Association Council - MD, MedTech Europe

Guessing games

Fun video series saw kids trying to figure out what medical devices do

NATIONAL ASSOCIATION

LOCATION **AUSTRIA**

Medical devices are integral to the everyday lives of people, young and old. But if you had never encountered an endoscope or a prosthetic knee replacement, would you recognise one?

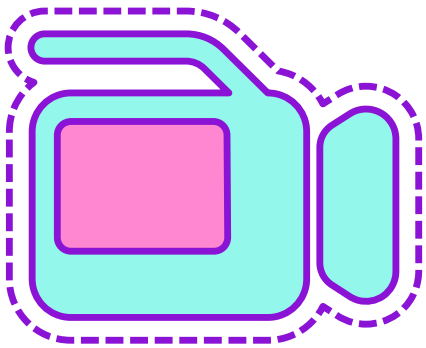
That was the task given to children as part of an entertaining series of videos created by AUSTROMED, the Austrian Association of Medical Device Companies. Working in groups of two, children explored a range of devices and tried to guess what they were.

A new video was posted on AUSTROMED's social media channels each day during MedTech Week under the title 'Medi-things'. By presenting medical technologies through children's eyes, they offered a light-hearted insight into the diversity of medical technologies on the Austrian market.

'The video series highlights the high value of medical devices for the entire Austrian population,' Gerald Gschlössl, AUSTROMED President.

'Austria's industry is characterised above all by product innovation, patient safety, product diversity and product availability.'

The campaign attracted positive reactions on Facebook, Instagram and YouTube, proving to be an engaging way of communicating a complex story through the simplest of words.



PATIENT PERSPECTIVE

Getting back in the game

Osteoarthritis led to an imbalance and damaged cartilage, but my total hip replacement surgery enabled me to continue my career.

Nenad Zimonjic
Patient Advocate

It started at Wimbledon in 2009, when I was 33 and ranked number one in the world. After one of the matches I came back to my room, I was lying on the bed and I couldn't lift my leg up at all. It was like someone put a knife in my groin.

Magnetic resonance imaging (MRI) and computed tomography (CT) scans revealed the source of my pain: osteoarthritis caused largely by hip dysplasia, a disorder that occurs when the joint socket is shallow and does not fully cover the 'ball' portion of the hip.

Because I was physically in good shape, I was able to compensate and continue playing despite my condition. However, after a while, I was in pain 24/7 and it was affecting me physically, mentally and emotionally. I decided that it was finally time for a hip replacement surgery.

In June 2018, I had both hips replaced in a single operation. It involved removing the damaged bone surfaces from the hips and replacing them with prostheses to replicate the action of natural joints. After the surgery, the surgeons were amazed that I'd been able to play in my condition. There was no cartilage on both hips and my movement was severely restricted.

An enhanced recovery programme including fast-track mobilisation allowed me to walk out of the hospital six days later. I played my first tournament in February 2019 and since then I've played a couple more, with one win at the Challenger level.

I want to show people that it's possible to come back and play at a high level after a surgery like this. So far, everything's going well, and it has given me the opportunity to continue doing what I love.

The MedTech Week Magazine
is also available online

Check it out

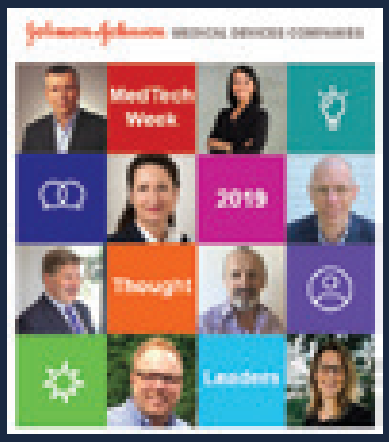
www.medtechweek.eu

The MedTech Week

Delivering value that's valued

A series of blogs, videos and case studies offered a global view of value in healthcare

What is value? The meaning may depend on whether you are providing healthcare or receiving it, and the precise definition is often uniquely personal. For some, the priority may be delivering efficiency, reducing medical errors and controlling costs while maintaining quality. Others find the importance in accelerated rehabilitation, less time in hospital, better patient experiences and optimal clinical outcomes.



Whatever your perspective, innovative services and solutions can play an important role in achieving value that is valued. To give a holistic view of what value means to patients, hospitals and health professionals, Johnson & Johnson Medical Devices published a series of eight thought leadership articles, three patient case studies and four videos.

The online campaign – executed at a European level – spanned a wide range of topics from treating irregular heartbeats and efficient hip replacement, to patient-centricity and what smart phones can teach us about value-based healthcare. Not only did this showcase the role of medtech leaders in shaping the future of care from the UK to Russia (where Managing Director Joulia Markova participated in a healthcare panel discussion at St-Petersburg International Economic Forum 2019), it emphasised the breadth of valued solutions the sector brings to market.

'MedTech Week is an opportunity for the industry to acknowledge, celebrate and reflect on what we achieve together with our healthcare provider partners,' wrote Frank Jaubert, Vice President, Services EMEA, Johnson & Johnson Medical Devices in a piece shared on LinkedIn.

The campaign reached more than **45,000** people across social media channels and inspired strong engagement from stakeholders and the wider public. The thought leadership blogs and patient case studies were also viewed over **1,500** times on internal Johnson & Johnson channels and a further **4,000** times on company and leaders' external digital platforms. Clearly, the campaign itself was valued by the target audience.

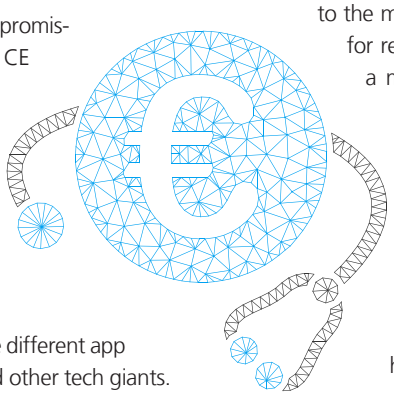

LOCATION
BELGIUM
COMPANY
ACTIVITY

Paying for digital health

Digital technologies could transform patient care – but how are they reimbursed?

From remote monitoring in cardiovascular care and diabetes to collecting patient reported measures of pain and mental health, mobile technologies have the power to enhance the patient experience and support doctors in their diagnostic decision making. They may even help boost the sustainability of our health system by making services more efficient and bringing them closer to the patient.

The rapid pace of innovation in this field is promising, with mobile health apps receiving the CE mark and becoming available as medical devices. The question is: how can these new products be paid for in a system built to fund medical interventions rather than health outcomes and hardware rather than software & services? And how can patients and/or doctors find their way in the tsunami of health and wellbeing apps that arise on the different app platforms by Google, Apple, Microsoft and other tech giants.



To tackle these issues and to support the integration of mHealth applications in Belgian healthcare, the Federal Belgian Government took the initiative in 2018 – after running some mhealth pilot projects successfully - to create a platform called mHealthBelgium. This has been implemented and coordinated by beMedTech (sector federation of industry of medical technologies) and Agoria (Belgium's trade association representing companies active in the technology sector).

This one-stop-shop platform (www.mhealthbelgium.be) centralises all relevant, necessary and validated app information for patients, healthcare professionals and healthcare institutions in 3 languages (Dutch, French, English). Visitors can easily find information on CE-marking, GDPR compliance, compliance with security and authentication rules and if and how the app is financed. The platform is constructed around a validation pyramid with 3 levels. An app always enters at the lower level M1 and can climb in the hierarchy via M2 towards the top level M3. By end of 2019, a framework (including templates and timelines) will exist to request reimbursement for a mobile health application.

During MedTechWeek, beMedtech and MedTech Europe explained how the reimbursement of digital health is advancing in Belgium and what the 'validation pyramid' of mHealthBelgium is. According to the mHealthBelgium 'validation pyramid', an app qualifying for reimbursement within the healthcare system should be a medical device, be safely connected and have clinical evidence supporting its use. The documents were promoted on beMedtech social media accounts and newsletter, while they are also available on the MedTechWeek website.

Several other Member States – and the European Commission itself – are actively working on ways to accelerate the development and uptake of digital health solutions.

In France, health authorities have added the first medical software device to the list of products and services that are reimbursable by social security. The software is used to detect relapse and complications in lung cancer patients. In Germany, the government has published a draft 'digital care' law which, if enacted, would make certain digital health apps eligible for reimbursement by health insurers.

Meanwhile, the European Commission's eHealth stakeholder group, of which MedTech Europe is a member, has published a paper with guiding principles for national authorities for financing digital health solutions. Could 2020 be the year digital health takes off?

EXPERT PERSPECTIVE

The future of medicine is personal

We must all play our part in embedding personalised medicine into Europe's healthcare systems

Denis Horgan
General Secretary, Executive Director, European Alliance for Personalised Medicine (EAPM)

In the near future, healthcare services will increasingly deliver the right intervention to the right person at the right time, improving the outcomes for patients and cutting down unnecessary treatments.

Personalised medicine can also play a major role in prevention. Genome sequencing, for example, can identify patients at risk of developing disease, while state-of-the-art imaging, vaccinations and screening can reduce their risk of ill-health.

To ensure that this approach goes mainstream across the EU, there is a need for agreement on standards, and improvements to regulatory pathways, as well as an appropriate regulatory and medical framework.

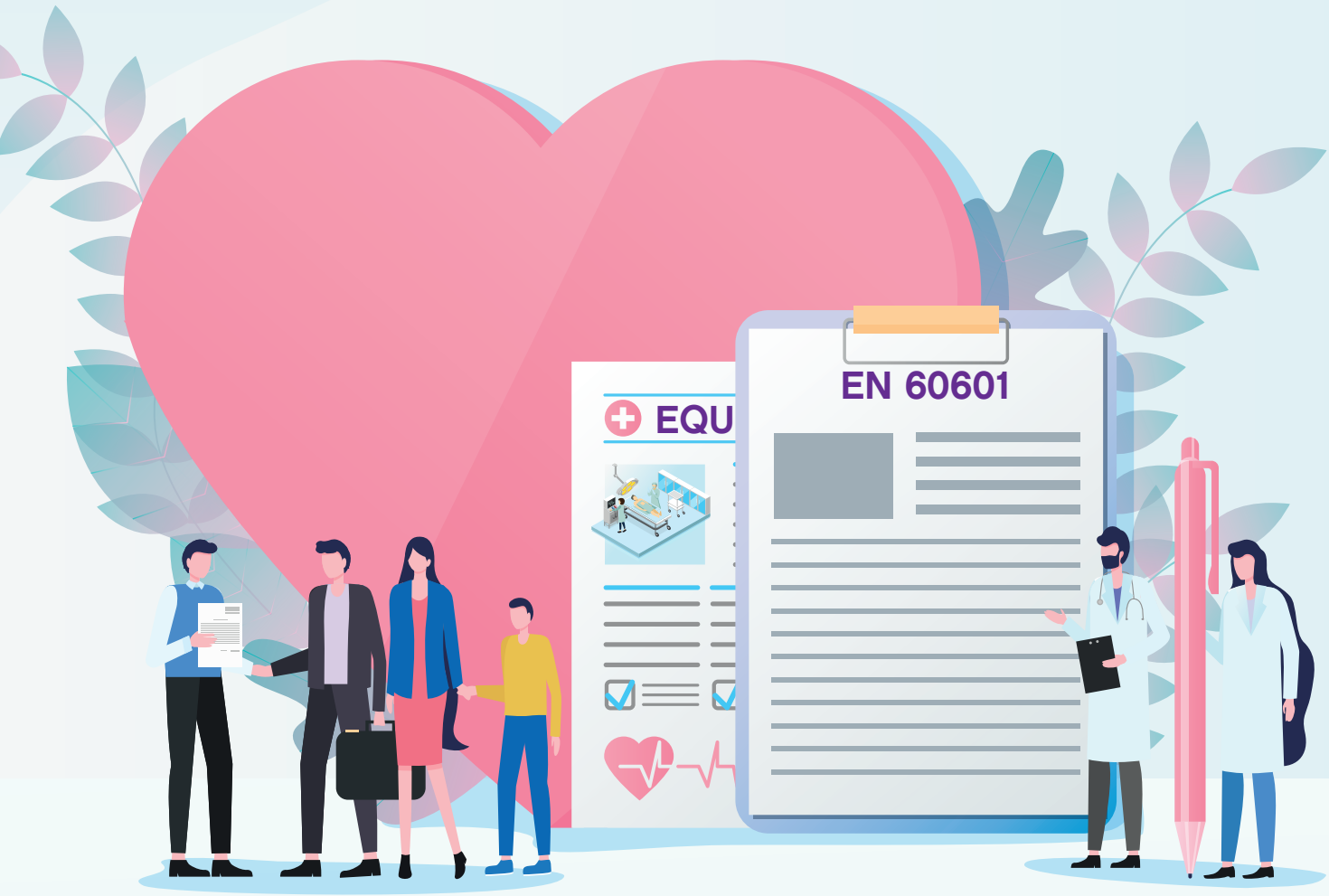
Alongside this, given the reality that many common medicines are not effective in treating large numbers of the patients they are supposed to help, personalised medicine offers a promising alternative.

These tailor-made treatment strategies for individuals or groups of individuals permit patients to receive the specific therapies that work best for them, eliminating waste on trial and error. Unfortunately, at present, regulatory and reimbursement systems are not adapted to respond to the new opportunities that these novel therapeutics offer.

Greater understanding could help unleash waves of new medicines that would improve patients' lives, and transform society's approach to healthcare. For EU policymakers and healthcare stakeholders, this is our shared task for the next five years – we must rise to the occasion to accelerate the adoption of personalised medicine.

Patient Safety First

National associations help companies deliver products of the highest quality



Medical technologies require a CE mark if they are to be sold and used in Europe. However, for some types of products, there are additional safety standards needed in order to ensure the highest level of security and performance.

Electrical medical devices and systems – everything from x-ray and MRI machines to infant incubators and cardiac defibrillators – are subject to a special series of technical standards for safety and performance. Known as the EN 60601 series, these technical specifications are published by the International Electrotechnical Commission (IEC).

Most citizens can take comfort from knowing that electrical medical devices meet these standards, without having to get too deep into the detail of what lies beneath. For medical technology industry experts, however, diving into the detail is an essential part of the job.

To help improve awareness within the industry of medical technologies and their regulatory complexity, Medicoindustrien hosted a training event in Denmark. The course was delivered by Yannick Charrotton, CTO and co-founder LHS-Lambda Health System SA. It explained the EN 60601 series, as well as how to use and interpret it. The course also covered how the standard fits into the regulatory environment in Europe and in other markets. Hands-on training sessions were a strong feature of the event which took a practical approach to this complex topic.

The initiative was designed for manufacturers, product development engineers, hospital engineers, regulatory affairs managers, project managers and quality managers. Seven people from four medtech companies took part. **'It was a great overview from a great teacher,' said one of the participants. 'He was very engaged and knowledgeable, listing and making the course relevant for our types of products.'**

The course is just one example of how national medtech associations support their members in delivering technologies of the highest standard for the European market: They worry about standards so patients don't have to.

PATIENT PERSPECTIVE

How to keep smiling when you live with Atrial Fibrillation

As someone in their 70s with Atrial Fibrillation (AF), I couldn't think of anything but my disease – until I was advised to have a minimally-invasive new procedure.

Nina Lapshinova
Patient Advocate

I'm usually a positive person but after struggling with AF for more than three years, life was not about living, it was just about existing. My condition is characterised by an irregular heartbeat. It is associated with increased risk of heart failure, stroke and even cardiovascular mortality.

You never know whether medicines will work or not, so you are constantly living in fear. In a few seconds, your heart rate could go down to 80 and then shoot back up to 130. It's so hard to tolerate!

My physician advised me to see an expert in complex cardiac arrythmias at a large hospital in the Moscow region. That's where I learned about radiofrequency catheter ablation – and it was the only chance for me to stay alive.

The minimally-invasive procedure took almost four hours, as my case was really difficult. The thin catheter was administered through a vein to deliver a frequency that treated the abnormal signals causing the palpitations. No anaesthesia was used but I didn't feel anything.

The effects were immediate – my quality of life improved dramatically. No more palpitations, no shortness of breath. I just wish there was greater awareness and access to these advanced treatments.

PATIENT PERSPECTIVE

‘It’s not just a pacemaker, but a smile-maker and a dream-maker’

I am 38-year-old editor and a keen athlete from Costa Rica. In January 2015, I woke up with a terrible headache, but I managed to go to work. Around midday my headache retuned with such force that it knocked me out.

Marianella Cordero Vargas
Patient Advocate

I woke up the next day in the hospital. I didn’t know why I was there, but I was wearing a housecoat and had needles in my arms and there was uncomfortable equipment attached to my neck. This, I soon learned, was an external pacemaker and it was keeping me alive, but it was clear that I needed to be fitted with an internal one.

Doctors said I had suffered a bradycardia – a dangerously low heart rate, which resulted in a lack of oxygen to my brain causing a blood clot. I was fitted immediately with a pacemaker.

To be honest, I had thought that the devices were strictly for old people and, at first, hated the idea of needing one. I was telling myself: ‘How can a young athlete have a pacemaker? This is not okay!’

Now, I embrace the wonderful piece of technology that is protecting my life every day. It has completely taken care of the bradycardia. I don’t even think about it anymore. It was also a relief to learn that the pacemaker my clinician chose would allow me to undergo MRI scans if I ever need one later in life.

I feel very lucky to have survived the blood clot unscathed. Perhaps even more importantly, I am back running marathons again. In November 2015, I completed the New York City Marathon – keeping pace with the race for 26 miles without missing a beat.

Safer sleep

Remote monitoring technology is revolutionising sleep apnoea treatment

How did you sleep? A good night's rest can make all the difference to our health and wellbeing. For people living with sleep apnoea – a potentially serious sleep disorder in which breathing repeatedly stops and starts – it can be even more important.

More than one million people in France suffer from sleep apnoea, which can affect their quality of life and increase cardiovascular risk. To enhance the understanding of the condition and solutions that are improving patients' lives, SNITEM, the French association for medical devices, hosted one of its regular 'Rendez-vous avec' ("Meeting with") sessions – a series of meetings introducing healthcare stakeholders to medical innovation.

Innovative and connected devices make managing the condition at home increasingly effective. In France, remote monitoring is helping more than 800,000 people to sleep soundly while staying connected to health professionals. During sleep, patients wear a device which applies continuous pressure to ensure their airways remain ventilated.

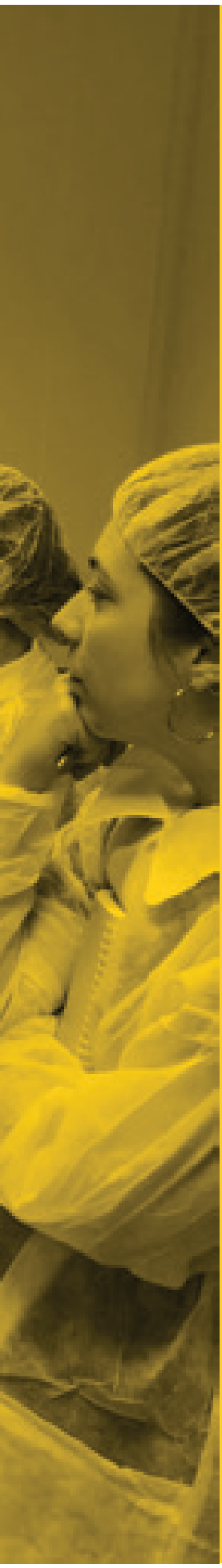
The system records and analyses data on breathing patterns using sophisticated algorithms. If an anomaly is detected, an alert signal is sent, which can trigger a response from homecare and medical professionals.

'Manufacturers and home health providers have, for more than five years, invested personally, technically and financially to support the implementation of this infrastructure,' said Christophe Hentze, Vice President of SNITEM working group on respiration and General Manager of Löwenstein Medical France. **'Protocols on the secure transfer and integration of data have been developed, overcoming the challenge of making all these tools interoperable.'**

The meeting brought together representatives of the State, social security, patient associations, manufacturers and service providers to showcase the impact of real-time remote monitoring. By offering a more personalised approach to sleep apnoea management, healthcare professionals and patients can work together to optimise adherence to treatment and improve sleep.

'This remote monitoring device for apnoeic patients is a shared success between providers, manufacturers, healthcare professionals and patients,' said Charles-Henri des Villettes, President of the Federation of Home Healthcare Providers. **'The rate of patients who stop their treatment is halved with remote monitoring.'**


NATIONAL
ASSOCIATION
LOCATION
CRÉTEIL



Demystifying nuclear medicine

Press trip offers journalists insights on the latest in PET/MRI technology

Medical imaging plays a vital role in diagnosing and managing diseases such as cancer: by giving clinicians a clear picture of the body's organs – and of cancerous tumours – nuclear medicine guides treatment decisions that can be the difference between life and death.

While MRI, CT and PET scans are becoming increasingly familiar to patients and the wider public, few understand the technical work behind these machines. SNITEM, the French association of medical devices, arranged a press trip for journalists on 5 June to help deepen their understanding of innovation in this fast-moving field.

Participants visited the Henri Mondor University Hospital in Créteil where they had a chance to follow the life of a radiotracer, from production to use in imaging. They were introduced to the latest PET/MRI hybrid imaging platform – of which there are only two in France – and given the opportunity to discuss its role in oncology patients with leading experts. They then went to the Siemens Healthineers radioactive isotope production centre to learn more about the challenges of working with radioactive isotopes.

More than a dozen journalists from national newspapers took part in this unique trip to the heart of nuclear medicine – potentially bringing this fascinating story of innovation to a much larger audience.

A job for life

Careers in medtech offer a rewarding way to help transform and save lives every day

These days, employees expect more from their career than just an occupation or a monthly salary. Today's job hunters are looking for meaning; they want to work in companies and industries that share their values and make a difference in people's lives.

The medical technology sector offers opportunities to do just that: to play a part in a collective effort to alleviate pain, restore health and extend life. Medtronic France found a powerful way to communicate this to the wider public through their **Un jour, un métier** (One day, one job) campaign.

The initiative showcased a range of medtech careers and featured testimonials from a diverse group of employees working in quality control, reimbursement, clinical affairs,

digital communications and beyond. The goal was to encourage students to consider medtech as they begin to think seriously about their career path.

Pierre-Antoine, a clinical specialist, spoke of how his job put him 'at the heart of innovation' and gave him an opportunity to ensure the safety and performance of tomorrow's medical devices. Estelle, a digital product specialist, illustrated how social media can have a real impact on the lives of people living with chronic conditions: **'To assist patients and simplify their day-to-day lives through the use of social networks is my objective,'** she explained.

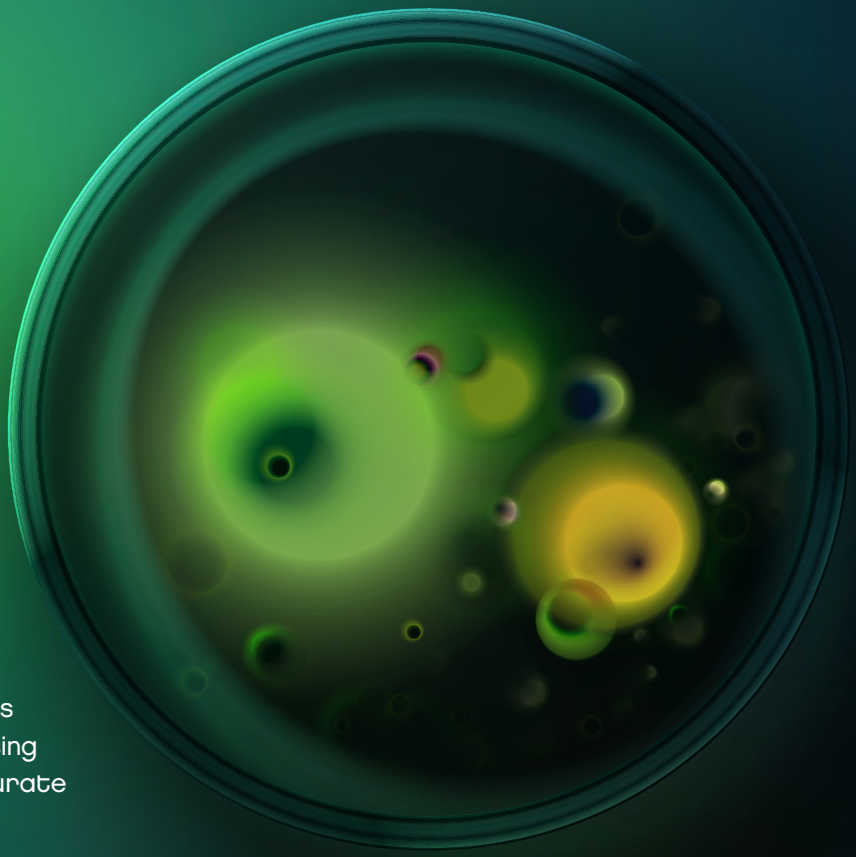
Using LinkedIn, Twitter and a dedicated page on the Medtronic France website, the campaign helped to personify the industry and show what drives people working in the sector. It attracted more than **31,000** views on social networks, strong engagement on LinkedIn, and a significant number of visits to the website. These results demonstrate an increasing interest in the medtech sector and hopefully the campaign will have inspired young people to choose a career in medical technology.

LOCATION
FRANCE

COMPANY
ACTIVITY

Fighting antimicrobial resistance (AMR)

Diagnostic tests are the invisible heroes of the healthcare system. Between 60 and 70% of all medical decisions are based on the results of diagnostic tests, but medical biology represents only 2-3% of healthcare expenditures.



In vitro diagnostic (IVD) tests help clinicians make decisions that improve patient care and better manage healthcare costs. For example, IVDs can identify which micro-organism is causing an infection, and guide timely and accurate treatment choices.

The emergence of new bacterial strains, known as 'superbugs', which are resistant to nearly all antibiotics, are a major threat to patients and could make straightforward surgical procedures a serious infection risk. Not only is this a problem in hospitals, but superbugs are increasingly found in the wider community.

Misuse and overuse of antibiotics is a crucial factor in the development of AMR. For example, patients are sometimes given antibiotics for viral illnesses or are prescribed the wrong antibiotic for their bacterial infection.

Diagnostic tests have an impact at both individual and collective levels, by contributing to the protection and the improvement of public health. By diagnosing the cause of an infection, clinicians can select the appropriate treatment and play their part in antibiotic stewardship.

bioMérieux ran a social media campaign throughout European during MedTech Week 2019 that put the spotlight on the medical and economic value of diagnostics. The campaign also promoted the fight against AMR thanks to the responsible use of antibiotics. It also highlighted the importance of innovation and education to curb this public health threat and sustain antibiotic efficacy for future generations.

In particular, the company is playing its part in driving public-private collaboration in the field. The VALUE-Dx project, a consortium of 26 partners co-led by bioMérieux, aims to demonstrate the medical and economic value of diagnostics to combat AMR by optimizing antibiotic use. This project is EU funded through the Innovative Medicines Initiative (IMI) joint undertaking.

EXPERT PERSPECTIVE

‘Will it make the boat go faster?’

We need to work in partnership with healthcare providers to understand the true value of technologies.

Stephen O’Callaghan
Director of Managed Services, Johnson & Johnson

We believe that there should be a holistic approach in co-creating solutions with healthcare providers. By looking at the whole system through a value-based lens, we can deliver on what really matters: improved patient experience and outcomes in a sustainable way.

Every new technology that’s introduced must improve the patient experience. I like to take a lesson from one of the winning British Olympic rowing teams; their approach to training meant that every time they made a change, they asked themselves the only question that mattered, ‘Will it make the boat go faster?’ Let’s also adopt this mindset.

Medical technology has the potential to deliver marginal and major gains for patients. A lot of the time we focus on the big advances, but often ensuring the basics are right and delivering incremental gains can, in fact, make the biggest difference to patients.

This includes making sure the patient pathway through the hospital is the best it can be. Inefficiencies in the system are bad for a patient’s experience and can impact staff as well, undermining patient outcomes.

Value-based healthcare is all about healthcare providers’ core priorities. The hospitals that truly take a value-based approach to the care they deliver will significantly reduce cost, become more efficient, more productive and will ultimately improve patient experience.

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MedTech Europe
from diagnosis to cure

PATIENT PERSPECTIVE

A remarkable recovery from a severe stroke

At the age of 33, I suffered a stroke in the early hours of the morning and I was paralysed on my left-hand side and was struggling to speak. But after a minimally-invasive procedure, the clot was removed and I walked out of hospital within 24 hours without symptoms.

Stuart White
Patient Advocate

I was completely unaware that I'd had a stroke. It was around 5 o'clock in the morning when I crashed my car, shortly after setting off for work. A passer-by called an ambulance and I was taken to a nearby hospital.

My face had fallen on the left side. I couldn't move my arms or legs and my speech was slurred.

After failing to respond to clot-busting drugs, I was transferred to a hospital an hour's drive away, where doctors were able to perform a mechanical thrombectomy to remove the blood clot.

The stroke had caused a blockage to the main vessels of my brain. We all know that for every minute you delay there are millions of brain cells which are at risk.

The doctor decided to perform a mechanical thrombectomy beginning by inserting a tube into the groin, which goes all the way up to the main blood vessels in the neck and into the brain. Through the tube a stent is placed into the clot in the brain and then the clot is extracted by pulling this device out. The procedure lasted just twelve minutes. They got the clot out and open up all the vessels in the brain.

I was home the following day. As soon as I had the operation, it was just normal again. Everything worked. It was just incredible.

Career choices

Apprenticeship Night was a chance for companies to engage with young people

Deciding which path to take after graduating from school or technical apprenticeships can be tricky. Young people with the right skillset have lots of options but they can find it difficult to get detailed information about future career paths.

That's the beauty of job fairs and careers days, where hundreds of jobseekers and graduates can mix with dozens of employers. The Kassel Apprenticeship Night is designed for young people in the German city to find out about opportunities on their own doorstep.

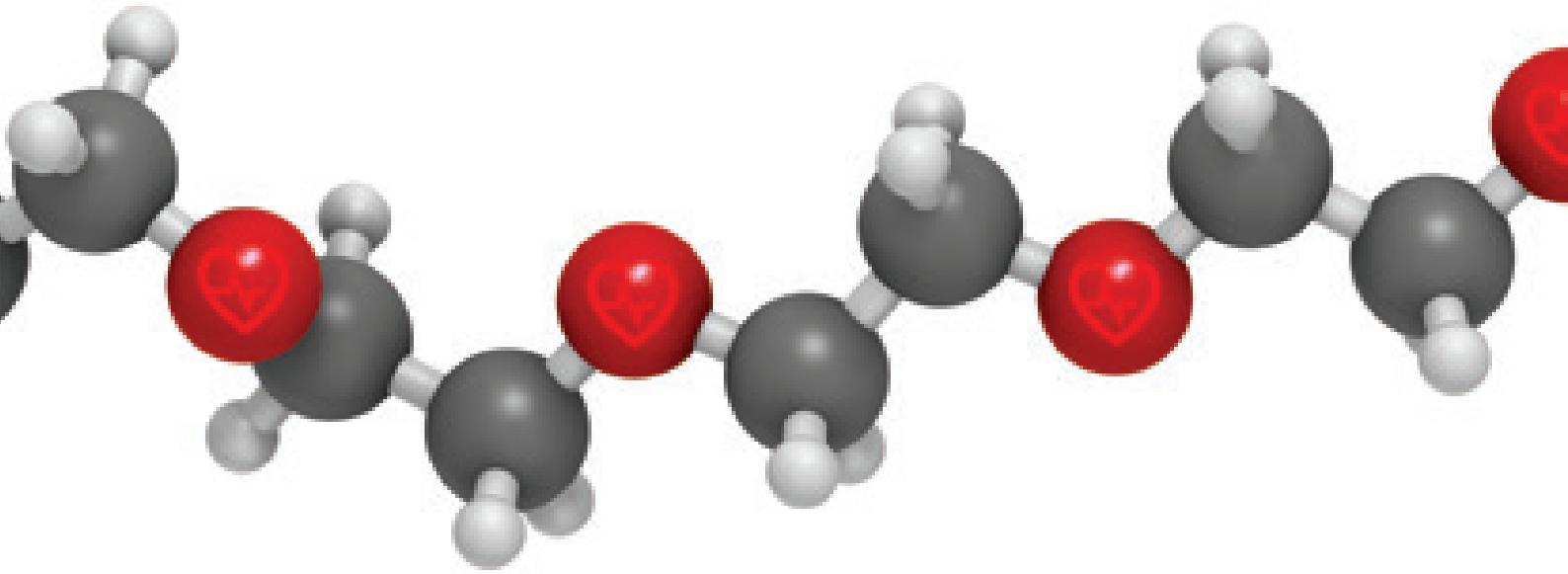
For B. Braun, the event was a chance to engage with over 1,000 potential employees and apprentices. At a dedicated booth, the company discussed education, skills and jobs in the medtech sector with people keen on working to improve the lives and health of people all over the world.

'We want to create transparency in the professional world,' said Ann-Christin Ohlssen, a trainee industrial clerk at B. Braun and a member of the events organizational team. **'From our own experience, we know that deciding which path to take after school is not always easy.'**


LOCATION
KASSEL
COMPANY
ACTIVITY

When plastic heals

Translating material properties into life-saving products



Liesa Glaess is a material scientist at B. Braun with a background in mechanical engineering, but her work involves more than using her technical know-how in the lab. Communication skills are vital to the job as Liesa needs to work with experts from other disciplines to turn their combined knowledge into solutions for patients.

She is applying her deep understanding of plastics to develop infusion devices used to deliver fluids or medicines into the bloodstream. **'Thanks to my subject matter expertise, I am a translator for the properties that certain materials have, and I help colleagues to incorporate these into product development,'** she explained in a story published on the company website.

The article was widely shared online to help attract young people to careers in medical technology. Liesa describes her enthusiasm for her work and the advantages of working for a family-owned company.

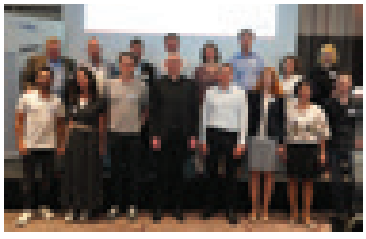
The 32-year-old explains that while some of her university classmates with engineering qualifications pursued careers in the automotive industry, she is happier **'developing materials for products that help people to regain their health or even to survive'**. Perhaps it will inspire even more graduates to explore ways in which they could contribute to medtech innovation.

Digital health on the radar

20 start-ups make their pitch to venture capitalists

Innovative young companies need funding to match their talent and bright ideas. That is why connecting with medtech experts and venture capitalists can be vital to their long-term success.

At MedTech Radar Live – an event hosted by BVMed, the German Medical Technology Association, along with investors and a medtech magazine in Berlin on 5 June – 20 companies had a chance to pitch their ideas to seasoned industry specialists. **'Cooperation between young founders and established medical technology companies offers great potential,'** said Marc-Pierre Moll, BVMed Managing Director.



An expert jury chose 10 start-ups to present their business plans, with a total of 20 invited to the exhibition where they could engage with leaders in their field. For start-ups, it was a chance not only to discuss financing but to learn about business models and the forthcoming medical devices regulations which will shape how their future products are regulated.

Innovations in diagnostics and therapeutics were at the forefront, along with digital tools for cancer and heart disease, migraine, premature birth, diabetes, dentistry and homecare. There has been a notable increase in the level of digital innovation from the start-up sector.

Germany's draft Digital Supply Law could create new opportunities for products that improve patient outcomes or enhance the efficiency of health systems. To support this growing and fast-moving field, BVMed announced the creation of a new cross-sectoral group focused on digital medicine.

LOCATION
GERMANY

NATIONAL
ASSOCIATION

Power of prevention

Lab tests can prevent and detect a series of diseases – but only if the public is aware of the benefits

Screening and diagnostic tests can help identify health problems before they become more serious. By detecting diseases early, health professionals can intervene promptly, often improving outcomes.

Not only does this reduce the health risks for patients, it can help to avoid costly treatments for advanced diseases.

To get the most from this preventative approach, it is vital that the public and health authorities are fully aware of the benefits it can bring. To help enhance knowledge of the power of prevention, VDGH, the German diagnostics trade association runs its own information platform, the Information Centre for Prevention and Early Detection (IPF). During the Med Tech Week VDGH launched a communications campaign addressed to 600 public health centres in Germany with the aim of distributing IPF leaflets and posters to health authorities. In the following weeks, more than 15,000 IPF-leaflets were ordered!

The leaflets covered hot topics in prevention, including colorectal cancer, antibiotic use and childhood vaccination, as well as screening tests for pregnant women, new-born babies, and for

people with diabetes. They show how lab tests can safely reduce health risks, make accurate diagnoses and guide treatment decisions.

On top of that, VDGH relaunched the IPF website. The site went online six years ago to provide the public with easy-to-access information on key health questions. The IPF produces objective leaflets on diseases and lab tests, publishes weekly news about topical health issues, and engages with the public via social media. **"We offer an important information platform for laboratory tests in German-speaking countries, which provides patients with understandable information on prevention and early detection. Our rising visitor numbers show that we are on the right track"**, says Dr. Martin Walger, VDGH Managing Director.

Rise of the chatbots

Bots and AI will change medtech marketing forever

The future of communications and content marketing will use artificial intelligence (AI) and messenger 'bots' to connect with the public, according to Klaus Eck, a consultant who delivered the keynote at the Communication Conference in Cologne, organised by BVMed, the German Medical Technology Association.

Discussing the new possibilities that this will create for medtech marketing experts, he predicted that messenger bots will become a vital tool for awareness campaigns. Websites, meanwhile, would become less important: **'Messengers are the new browsers, bots are the new websites.'**

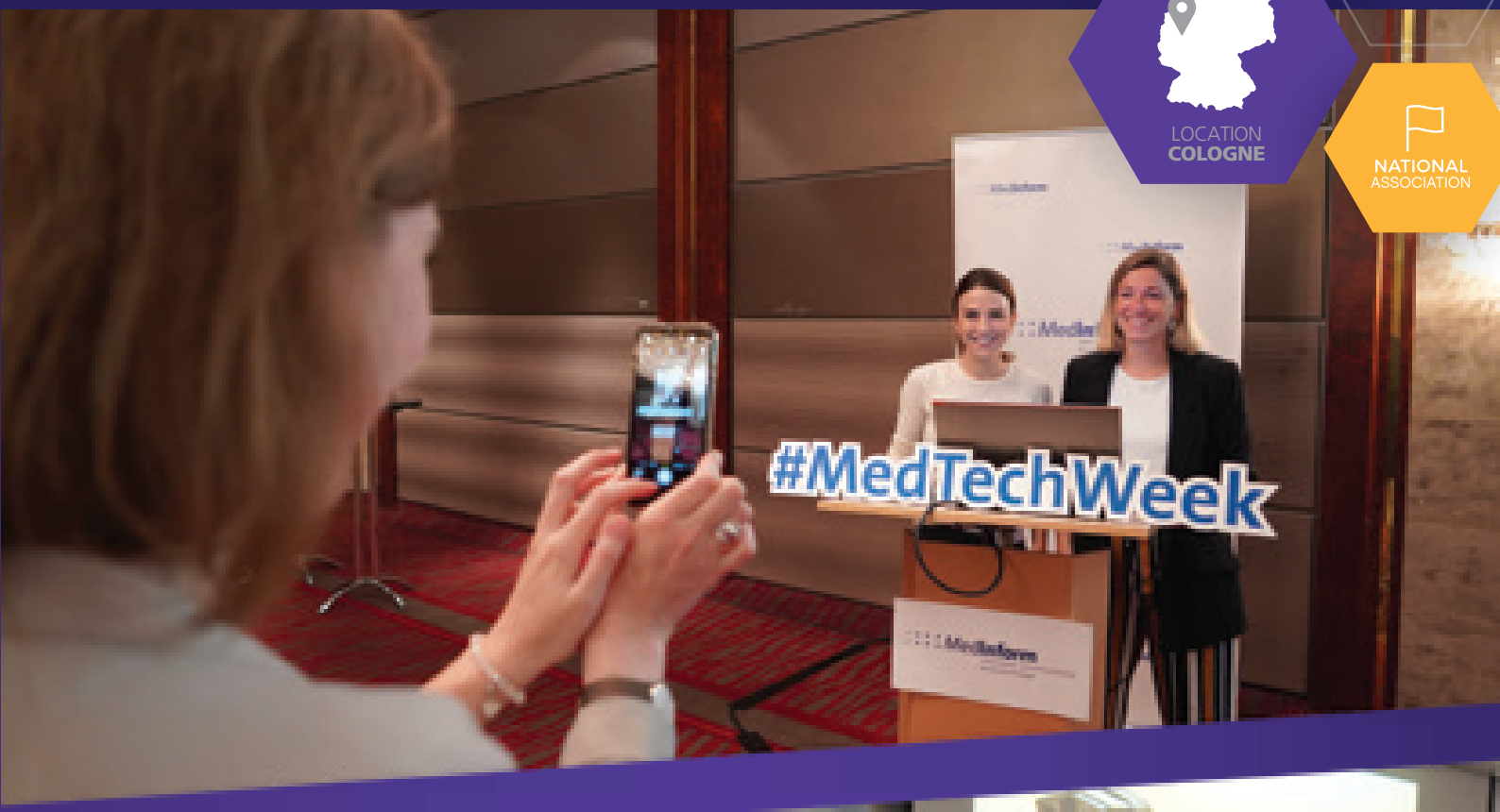
However, he also highlighted the need for human interaction in corporate communications. Content must focus on people and engage with them on an emotional level. **'People prefer people,'** Eck said.

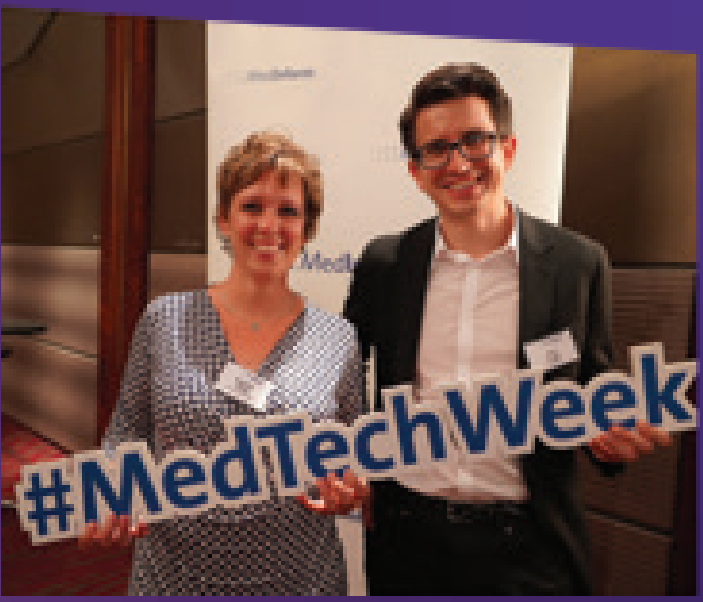
The MedTech Communications Conference (June 3 & 4) also provided participants with insights from four case studies which showed how companies and communication agencies can connect with customers. These included a patient awareness campaign, a therapy-related campaign, an end-user awareness campaign, and a 'sprint' campaign run over a short timeframe.

In each case, creative collaboration is vital. **'The goal of co-operation between agencies and medtech companies must be to develop a partnership-based cooperation, rather than merely viewing the agency as an extended workbench,'** said Manfred Beeres, BVMed Communications Manager. By building a trusting partnership, communications professionals can collaborate to create truly impactful campaigns.

LOCATION
COLOGNE

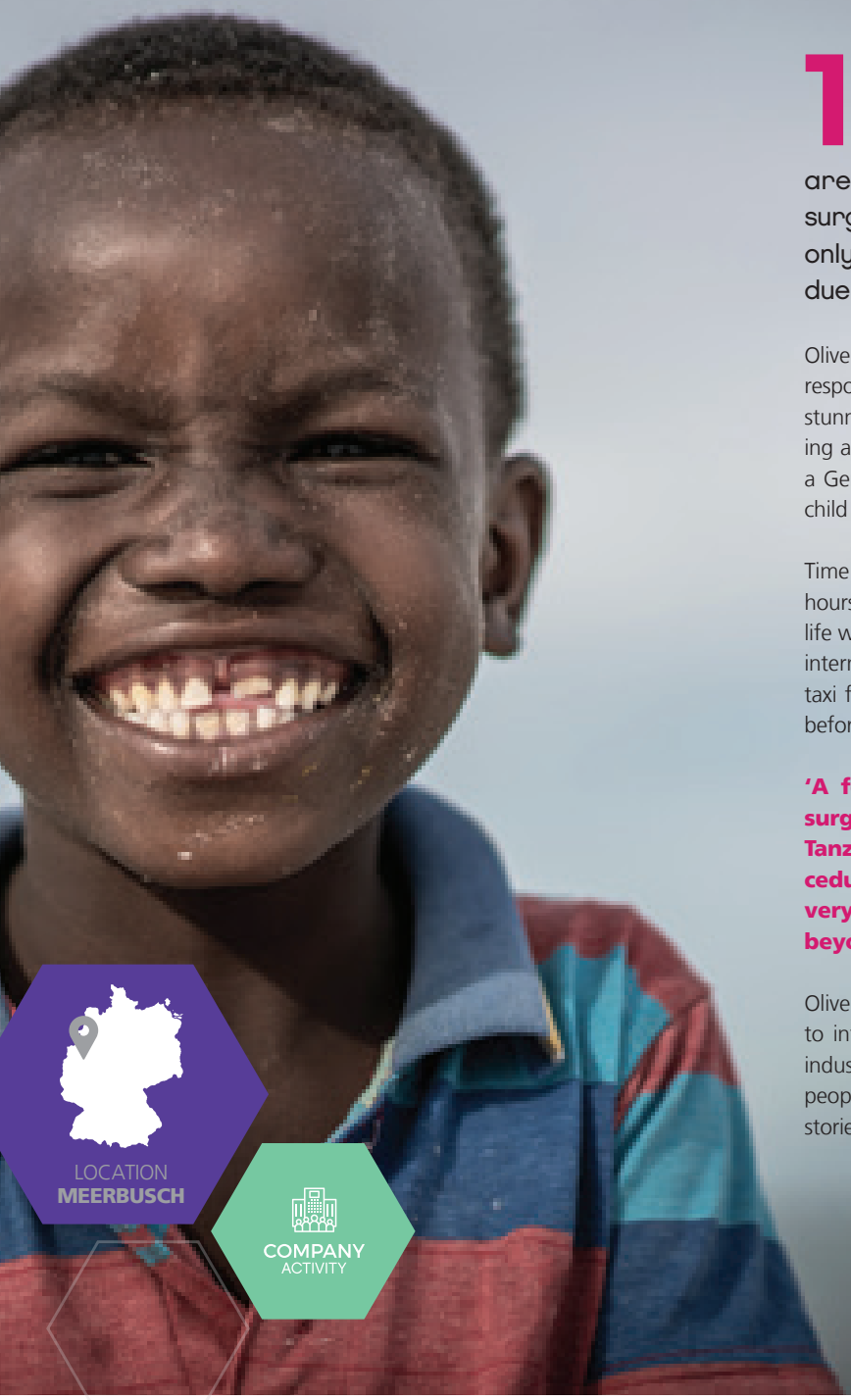
NATIONAL
ASSOCIATION





Saving lives in Tanzania

The story of a donation that saved the life of a child touches thousands of hearts



15,000 children with congenital heart disease are born each year in Tanzania. Many need surgery to correct this serious condition – but only around 500 per year can be operated on due to a lack of infrastructure and resources.

Oliver Wolz, a Medtronic product manager in cardiac surgery, responsible for heart valves knows both sides of Tanzania: the stunning tourist destination and the low-resource country suffering a lack of surgical capacity. When he received a request from a German doctor to donate a biological cardiac prosthesis for a child in need, Oliver knew he had to act.

Time was against him. The doctor was leaving for Tanzania 24 hours later. Unless he had the heart valve in his suitcase, a child's life would be in jeopardy. Oliver pulled out all the stops to secure internal approval for the donation, then had the product taken by taxi from a warehouse in the Netherlands to the doctor's home before he left for the airport.

'A few days later, the good news reached us: the surgery had gone perfectly and the doctors in Tanzania would be able to carry out this complex procedure independently in future,' he wrote in a blog. **'I am very pleased to be working with colleagues who go beyond the call of duty to help patients worldwide.'**

Oliver's blog was widely shared in LinkedIn and Facebook, helping to introduce the public to the people who make the medtech industry the positive force it is today. With more than 675,000 people working in the medtech sector across Europe, inspirational stories like this can help to humanise companies and the industry.

EXPERT PERSPECTIVE

Changing health, changing lives

Our sector has changed a great deal in the last decade, but there is much more innovation to come – notably in customisation and data.

Mark Lloyd Davies

Senior Director, Government Affairs & Policy Medical Devices EMEA and Western Markets Lead, Johnson & Johnson

When thinking about the potential to increasingly tailor healthcare in the future, personalised medicine often comes to mind.

Scientific progress in this field is undoubtedly exciting, but the medical technology sector has already made real progress on custom-made and targeted devices to meet individual needs.

It is already possible for example to produce personalised medical devices such as 3D printed joint implants based on an individual's CT scan data. This is just the beginning.

When it comes to data, this is at the heart of what the medtech sector does. We are working to enhance the understanding of disease, how we can target smarter and better and intercept it, and understand the impact of those interventions on patient's lives.

Developments in this field must enable all actors in healthcare to address each patient's needs as an individual, always respecting the necessity for genuinely informed consent and guaranteed trust in security of data.

To me, the value that medtech can offer to the healthcare of the future is energising. While great strides forward are eye-catching, it is really the everyday commitment to improvement that leads to those breakthroughs.

The sector's laser-focus on meeting the needs of patients and healthcare professionals, allied to a spirit of adaptability and ingenuity, leaves the medtech sector well placed to profoundly change the trajectory of health for humanity.

A MedTech Europe event

The MedTech Forum

bringing HealthTech stakeholders together

25-27 MAY 2020

—

Berlin

GERMANY

Including Global MedTech Compliance Conference

EXPERT PERSPECTIVE

Improving the lives of people living with diabetes

Prof. Dr Sehnaz Karadeniz
Regional Chair Europe, International Diabetes Federation (IDF)

It is incredible when I think that nearly 100 years have passed since the discovery of insulin. Since then, insulin has saved the lives of millions of people living with diabetes around the world.

Medical technologies play also a key role in diabetes care and management. They contribute to improving the quality of life of people living with this condition. They have greatly facilitated the need of continuous glucose monitoring and delivery, a treatment supply which otherwise, would mean serious health complications in the short-term as well as in the long-term.

Devices such as insulin pumps or Continuous Glucose Monitoring (CGM) systems are essential for the proper control and management of diabetes. These blood glucose-monitoring devices can delay or even present serious complications; data obtained from them can be used daily to make decisions on how to manage diabetes.

The latest medical technologies, such as Artificial Pancreas Devices (APD), have enormous potential to further improve quality of life. At IDF Europe, we are involved in the OPEN project consortium, which establishes evidence-based information surrounding the impact of Do-it-Yourself Artificial Pancreas Systems (DIY APS) a patient-led innovation for people with diabetes and healthcare systems.

I personally celebrate the role of medical devices in improving the lives of people with diabetes, but I also remind the industry of the need to involve patients in the process. As patients and users have first-hand experiences with medical devices, it is essential that their expertise is taken into account when assessing new devices.

A family affair

A special MedTech Showcase gave families a chance to engage with innovation


LOCATION
LIMERICK
COMPANY
ACTIVITY

Staff at Cook Medical's site in Limerick make approximately 1.5 million medical devices every year for use in 135 countries worldwide. But it's not every day that their families get up close and personal with the life-changing technologies they produce.

On 5 June, the company hosted a special MedTech Showcase for employees and their families. This special event helped to educate children, partners and some parents about the role the industry can play in supporting patient well-being and care. It offered them a first-hand experience of the medtech product lifecycle, from design to production.

More than 150 people attended and were shown how to gown up properly, how to work with chemicals in the lab, and how products work. The attendees were captivated from start to finish. The interactive experience was a unique way to involve and inspire future generations.

'We are proud of our employees and the innovative solutions that our company produces in Ireland and Denmark,' said Bill Doherty, Executive Vice President for EMEA and Managing Director of Cook Medical Europe. **'Celebrating MedTech Week at Cook Medical is a wonderful way to recognise our employees' efforts to serve patients in EMEA and around the world.'**

LOCATION
LIMERICK

COMPANY
ACTIVITY

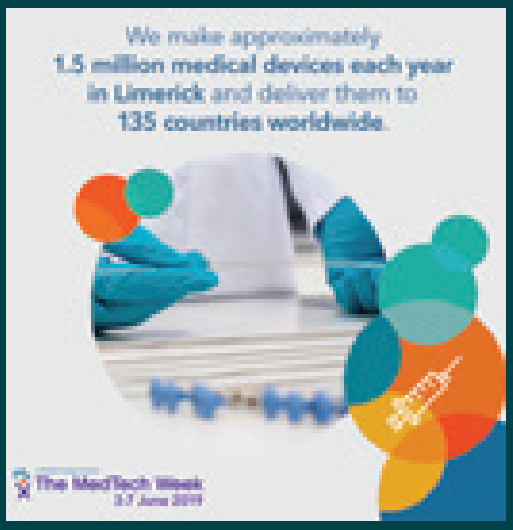
A job for life

#MedTechProud of jobs, growth, innovation and saving lives

MedTech Week began with a pleasant surprise at Cook Medical's Limerick site: the company showed its appreciation for staff with a giant 'donut wall' – a tasty way to thank them for their contribution to the medtech industry.

The wave of positivity rolled across Cook Medical sites in Ireland, Germany and Denmark, with the support of US-based colleagues. Internal screens in the office were used to share facts and figures about the industry's contribution to healthcare and the economy. These messages were also posted on social media channels with employees encouraged to share photos of themselves holding signs reading #MedTechProud.

The company also reached out to local, national, online and broadcast media to secure press coverage and to raise the profile of the medical technology sector. In a series of interviews, Bill Doherty, Executive Vice President for EMEA and Managing Director of Cook Medical Europe, emphasised the importance of medtech in delivering life-changing and life-saving solutions to patients while providing thousands of jobs.



Medtech is worth €12.6 billion to the Irish economy alone, employing more than 38,000 people. Sustained investment in innovation can accelerate the development of minimally invasive devices which deliver savings for the healthcare system and improve patients' lives.

'While minimally invasive procedures are increasingly becoming the norm, more investment – from industry and government – in research and development is necessary to expand the range of conditions that could be treated,' says Doherty. **'This approach can reduce recovery time and may eliminate the need for open surgery and hospital-based procedures.'**

This was echoed by Professor Gerry O'Sullivan, Consultant Radiologist at University College Hospital, Galway, and a specialist in cardiovascular and interventional medtech devices. He also expressed pride in the contribution made by Irish-based companies: **'It makes me proud to stand on the podium and tell other physicians that this product was conceived, tested, developed and manufactured in Ireland.'**

Achieving goals

Support for 'powerchair football' is helping people with disabilities compete at top level

For nearly 50 years, powerchair football has been giving people with disabilities, notably muscle diseases, an opportunity for empowerment by playing sport as part of a team. The Irish Medtech Association was proud to be the lead sponsor of the Republic of Ireland Powerchair Football Squad for the 2019 European Powerchair Football Association Nations Cup in Finland.

'Since powerchair football became an international sport in 2005, Ireland has been at the forefront of developing clubs and competing in leagues as well as international tournaments,' said Irish Medtech Association Director, Sinead Keogh.

The team of men and women have already made names for themselves with wins for their clubs and seized the opportunity to represent their country. Ireland was ranked 6th in the world going into the competition and came third, behind France and winners England.

This stellar performance has helped them to qualify for the 2021 FIPFA World Cup which will be held in the Sydney Olympic Park. John Moore, manager of the Republic of Ireland team, said **'The hard work that the Ireland squad has put in is paying off. I'm delighted with what the team has already achieved and I look forward to building on this success,'** he said.

The industry's support shows its commitment to improving the lives of people by fostering innovation that transforms lives.

Medtech rising

The growth of Ireland's medical technology industry is reflected in a wide range of events and publications

'In the past 25 years, the Irish medtech sector has gone from a burgeoning industry to a global powerhouse,' says Irish Medtech Association Chair, Conor Hanley. 'In that time, the number of companies has increased from 50 to more than 450, and exports have quadrupled to €12.6 billion,' he added.

The positive impact of medtech is increasingly well appreciated by business leaders and the general public in Ireland. During MedTech Week, the scale of the industry in Ireland could be seen in new publications and in conferences across the country.

The Association also launched The MedTech Entrepreneur, a special publication featuring interviews with more than 50 CEOs, founders and business leaders on their experience starting and growing medtech businesses in Ireland. They also issued a special supplement in The Irish Independent profiling award winning companies and organisations.

"We want to put a spotlight on the entrepreneurs developing transformative medical technology across the country," said Irish Medtech Association Director Sinead Keogh. "Over the past 20 years we've started to see passionate serial entrepreneurs in the medtech sector tackle unmet patient needs by starting one business after another and drive innovation that saves lives."

Galway was the venue for Medtech Brew, an event co-hosted by the Irish Medtech Association and BioInnovate Ireland, entitled The clinician/innovator: Identifying and addressing unmet needs. The meeting was an opportunity to hear from business leaders, academics and clinicians on the hottest areas in medtech R&D.

The Manufacturing the Future Conference 2019 in Galway brought international experts together to talk about how Industry 4.0 is revolutionising manufacturing processes and technologies. To spark discussion on how medical technology companies are responding to advanced manufacturing, the Irish Medtech Association also launched the results of a major survey. More than 80% of companies said automation of manufacturing was critical to their future success while two-thirds said they are already implementing automation in their manufacturing process. This will bring new efficiencies: 96% of businesses surveyed are planning to launch new products and hire more staff, according to the study.

Irish Medtech Association Director, Sinead Keogh, said new trends in manufacturing would disrupt all industries but the medtech sector is well-placed to take advantage of new opportunities arising from innovation. **'Additionally, value-based care is putting the focus on medtech solutions rather than products, with an estimated 60% of payments to be tied to patient outcomes by 2020.'**

The work of Irish Medtech did not stop with MedTech Week. One of their next events is the MedTech Rising Conference, which will bring global leaders to Galway in December to discuss digital transformation in health, venture capital funding, innovation strategies and more.

Heartfelt thanks

Well-known politician and entrepreneur who survived heart attack backs Ireland's medtech cluster

Senator Pádraig Ó Céidigh is best known in Ireland as the founder of a regional airline. A high-profile entrepreneur, he is now a politician and an adjunct professor.

The story of his success almost had an abrupt and unwelcome ending. In 2012, Senator Ó Céidigh's high-flying lifestyle in business and politics was plunged into sudden jeopardy when he suffered a heart attack. Now he is a leading advocate for the installation of defibrillators in public places and first responder training.

Senator Ó Céidigh is also a strong supporter of the medtech sector in his home county of Galway. The west of Ireland region is an important life sciences cluster and hosts a university along with a high concentration of medical technology companies.

At a Medtronic Ireland event held during MedTech Week, Senator Ó Céidigh expressed his gratitude to the company's engineers and employees who had manufactured the cardiac stent that helped to save his life.

The meeting, entitled 'Planning for Success – How to Secure Galway's MedTech Cluster for the Future', attracted nearly 60 healthcare, business and political leaders. It featured a wide-ranging discussion of how the clustering of key players in the industry fosters best patient outcomes and economic growth.

EXPERT PERSPECTIVE

Regions are central to Europe's health

Europe's regions are a natural interface between citizens and European institutions. That's why we are lending our voice to dialogue on innovative procurement of medical technologies.

Valentina Polylas
Operations Manager, European Regional and Local Health Authorities (EUREGHA) Network

Regional and local health authorities know that the health of their citizens is, in part, shaped at EU level. At the same time, regions play a key role in delivering healthcare.

We are faced with some big questions: what are the risks and benefits of various innovative technologies and services? Which tools are the most efficient? How can sustainability be ensured?

EUREGHA represents 15 European regional and local health authorities from 10 countries. Our network's 'Health in all Regions' campaign emphasised the need for new strategic partnerships between the EU and regional and local authorities. Together, we can help to ensure that solutions devised at European level work for citizens and end-users.

It is in this spirit that we are pleased to cooperate with MedTech Europe on what we consider a crucial H2020 project: EURIPHI, European wide Innovation Procurement in Health and Care.

The project aims at introducing innovation and integrated care solutions in Europe's health and social care systems through cross-border value-based innovation procurement. We see EURIPHI as an important tool to reinforce dialogue and mutual understanding with the medical devices industry, while working together to boost innovation across Europe.

Together we can create a positive public-private dialogue to ensure 'Health in all Regions'.

Innovation for breakfast

It's the most important meal of the day: breakfast sets you up for a productive morning, ensuring that you're firing on all cylinders

With this in mind, Boston Scientific hosted a series of breakfast meetings for its Italian team to kick-start the day by focusing on the impact of medtech innovations on the lives of people in Italy and around the world.

The first meeting took place on 3 June with three further breakfasts taking place through the month of June. It was a chance to celebrate Boston Scientific's 40th year anniversary and to engage employees in a lively conversation about technology – past, present and future. Around 360 employees attended over the course of the four-part series.

Representatives from medtech companies in Lombardy also

came together for an early morning breakfast meeting on 6 June. Hosted by Assolombarda, the Lombardy Life Sciences Cluster, it was entitled 'The value of innovation in the Life Sciences Chain: the role of medical devices for the health of citizens and the sustainability of the national healthcare system'.

The meeting addressed the value delivered by medical devices to the health system and was attended by stakeholders from across the healthcare ecosystem, including start-ups, universities, research centres and medtech companies with a strong presence in the Italian market.

Among the attendees was Laura Gillio Meina, Country Leader Italy at Boston Scientific, **"As the medical device industry, we need to be focused on the added value we generate to the wider life sciences ecosystem. Drugs, devices, and services are integrating more synergistically, increasing the value that can be obtained not just for the patient but also for the clinician and healthcare system as well. As an industry we need to be open and forward-looking to embrace this future."**

Thought leaders

Digitalisation of healthcare can deliver value from the Balkans to the Baltics

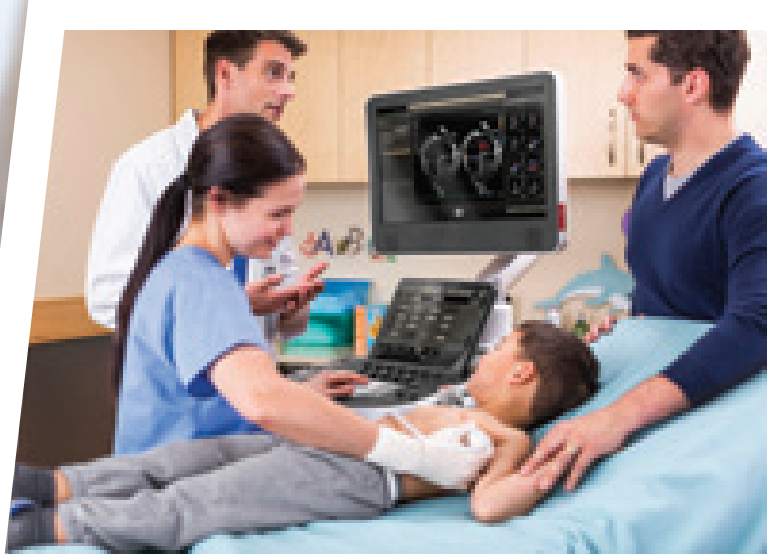
COMPANY ACTIVITY

LOCATION NETHERLANDS

Europe may be a place of great diversity but healthcare systems face a series of shared challenges. By prioritising digitalisation, governments and industry can deliver value for stakeholders across the continent.

This was a key message of opinion pieces published on LinkedIn by senior leadership from Philips. The articles focused on the Central and Eastern European (CEE) market, but hold lessons that apply globally.

The Quadruple Aim of Philips is to improve patients' experience, achieve better health outcomes, improve the work lives of healthcare professionals, and reduce the costs of healthcare.



The company is proud to have played its part in the impressive progress made in CEE in recent years.

In a post entitled Digitalisation from the Baltics to the Balkans, Reinier Schlatmann, CEO at Philips Central & Eastern Europe, praised healthcare professionals in the region for their commitment to digital solutions to healthcare challenges.

'**In addition, there is a great understanding of the need to have close cooperation between government, academia and healthcare innovators, as well as an openness to share best practices,'** said Mr Schlatmann.

Michal Kepowicz, Director at Philips Poland, put the spotlight on value-based healthcare which he linked to digitalisation and equal access to care. **'In addition to public health sector spending, we spend in total almost PLN 50 billion (Euro 11.7 billion) a year to finance our health from our own pocket,'** he said. **'The question is whether we spend it in an efficient and effective way.'**

While the Organisation for Economic Co-operation and Development (OECD) estimates that around 20% of healthcare spending is misused, Mr Kepowicz said Poland 'is on the right track' to apply Value-Based Healthcare (VBHC) in a 'wise and responsible way'.

The articles attracted hundreds of likes and dozens of shares on the LinkedIn network, helping to position Philips and the wider medtech section as thought leaders in identifying solutions to healthcare challenges.

LOCATION
NETHERLANDS

NATIONAL
ASSOCIATION

Creative sparks

How can ideas grow from 'nothing' to 'something'?

Innovation has helped revolutionise healthcare and has the potential to transform our lives for the better. It seems everyone agrees on that. But how exactly does the seed of an idea grow into a product, service or systems change that improves patient care?

That was the theme of a meeting organised by Nefemed on 5 June. The aim was to inspire participants to embrace innovative thinking in a healthcare setting.

Speakers included Ralph Bouwman, an innovation scout at the Albert Schweitzer hospital. He focused on the question: 'What does the care of the day after tomorrow look like?' and offered a series of concrete examples of disruptive innovations in hospitals and in wider society.

Suzanne Verheijden, a strategic innovation consultant, said healthcare professionals are indispensable to innovation in hospitals but many of them lack the basic knowledge and skills required. She has developed a multi-year digital skills programme which is rolling out nationwide in the Netherlands.

'Please don't tell me that people are digitally literate because they can use Facebook or WhatsApp,' she said. **'These applications are very intuitive and easy to use – unlike many digital tools found in healthcare.'**

The event was attended by more than 40 people and took place after a General Members' Meeting of Nefemed members. It was supported by two videos and was highlighted on social media.

Participants were inspired to come up with solutions for the challenges they see in modern healthcare – and to focus on how innovative ideas could be turned into action.

Diversity drives innovation

Bringing together people of diverse gender, culture and expertise is a recipe for new ideas

Translating fresh ideas into technologies that have a meaningful impact on people's lives is one of the biggest challenges in modern healthcare. This was among the issues addressed by medical scientists and specialists attending the 20th European Science and Technology Conference at Medtronic's Bakken Research Center, Maastricht (3-5 June).

More than 400 experts from R&D centres around the world were on hand at this major internal event to discuss new medical technologies and explore opportunities for collaboration. The ultimate aim was to contribute to the development of new life-changing technologies for patients.

A key success factor in delivering innovation is diversity of thought. This can be enhanced by including a broad spectrum of perspectives in setting research priorities and in developing new products.

During the conference, the Medtronic Women's Network (Netherlands) and Women In Science and Engineering (WISE) held a focus session called 'Boosting Innovation through Inclusion & Diversity'. Employees shared case studies of cross-cultural and cross-functional teams that leveraged diversity in achieving business results. Approximately 430 Medtronic employees attended the conference in person and another 250 joined online.

Leo Kretzers, General Manager and VP of the Bakken Research Center, said collaboration between science and technology was at the heart of the three-day event, which attracted a broad spectrum of specialists ranging from clinical researchers to experts in value-based healthcare. **'In this way, we contributed to the development of new products for patients, and the optimization of therapies,'** he said.

COMPANY ACTIVITY

LOCATION
AMSTERDAM

Good job!

MedTech companies are a Great Place to Work

The medtech industry employs 675,000 people in more than 27,000 companies around Europe. These high-quality jobs are found in every country, with large numbers employed in Germany, UK, France, Italy, Switzerland, Ireland and Spain.

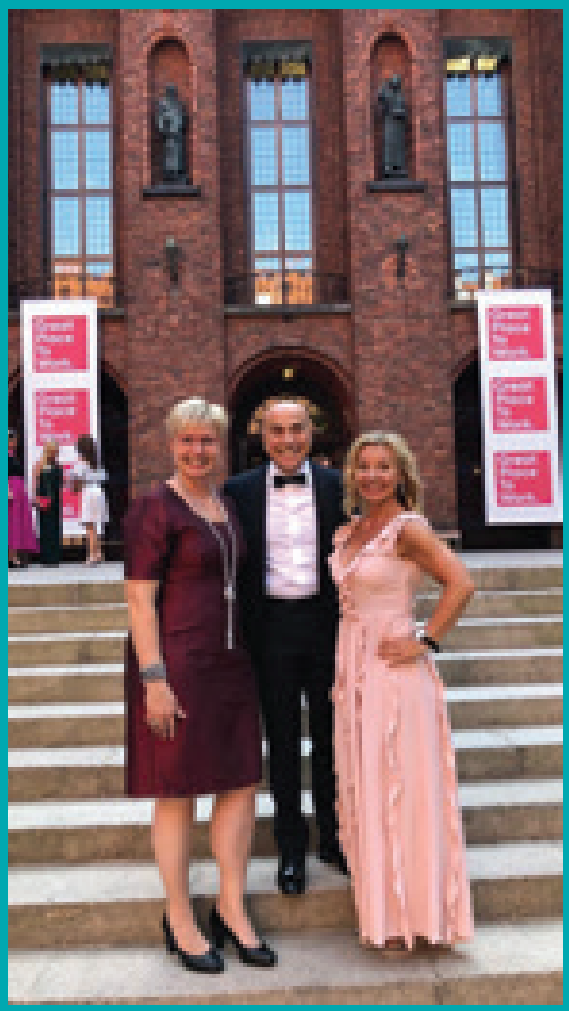
This employment is in innovative companies, large and small. In fact, small and medium-sized companies (SMEs) make up around 95% of the medical technology sector.

Great Place To Work. Europe's Best Workplaces 2019

But it's not just an impressive total number of jobs – these are widely seen as good jobs. The latest example of this came as Stryker was named by Great Place to Work (GPTW) as one of Europe's Best Workplaces 2019. The company qualified in the category of the Best Multinational Workplaces in Europe thanks to winning GPTW awards in four European countries over the past year.

Stryker has also been named one of the GPTW's World's Best Workplace for the past two years. This chimes with the company's commitment to have people as a core value, building an engaged culture and putting its customers and patients at the heart of everything it does.

By attracting, nurturing and engaging talent in Europe, the medtech industry offers meaningful employment that provides opportunities to improve the lives of others.



EXPERT PERSPECTIVE

Are you ready for Eudamed?

One of the biggest changes on the healthcare horizon will be new EU requirements for product information. If you are not already preparing for this, start now – the clock is ticking.

Lionel Tussau
Director of Business Development, Atrify

Today's patients, clinicians and savvy consumers demand access to trusted product information to make informed decisions about healthcare. This means companies must spend more time collecting and validating data about their products which are then provided to regulators and/or uploaded to databases.

The new European Medical Device Regulation (EU 2017/745) established Eudamed, the European UDI database which will soon be full of information about medical technologies. When it is up and running, manufacturers will be required to enter new or modified data about their products in Eudamed on an ongoing basis.

From speaking to manufacturers, large and small, I know some will be ready for this transition – but others need help. The new requirements, coupled with existing regulatory and compliance responsibilities, can seem overwhelming.

For medical device manufacturers, there are several agencies globally that require updated information on the safety and performance of products. I see opportunities for manufacturers to find efficient ways of complying without reinventing the wheel. The key to meeting obligations is to leverage data prepared for existing databases to comply with the new responsibilities that Eudamed brings. This will give companies more time to focus on producing the high-quality products that their customers and patients love.

2020 is fast approaching. The best advice I can offer is to start thinking – and acting – now to ensure you are ready for Eudamed.

What is Eudamed?

Eudamed is the European Databank on Medical Devices. It's a secure, web-based portal that acts as a central hive for the exchange of information between national competent authorities and the European Commission. Eudamed was created with the purpose of strengthening market surveillance and transparency with regards to medical devices placed on the European market, by ensuring the effective collection and visualisation of all relevant information.

EXPERT PERSPECTIVE

Incontinence: breaking the taboo

The condition can be treated, often cured, and always managed

Mary Lynne Van Poelgeest-Pomfret
President, World Federation of Incontinent Patients (WFIP)

Urinary and faecal incontinence, as well as pelvic pain, are extremely debilitating and bothersome conditions. They are also more common than you may think: around one in 4 women over the age of 35, and one in 10 adult men are affected by incontinence. Over 400 million people worldwide suffer from the condition.

As you can imagine, this can have a profound impact on quality of life. However, continence issues and pelvic pain are often ignored because they are stigmatised. As socially taboo conditions, they are not openly addressed by the public nor the media.

No one should have to learn to live with the embarrassment of incontinence. Raising awareness of the problem and solutions is an important part of improving patients' lives.

I firmly believe that a multi-stakeholder approach is needed, with input from clinicians, physical therapists, patient advocates, patients and industry partners. Patients and carers must play a central role in helping others understand the needs of those affected.

Together, we can put the spotlight on continence and pelvic dysfunction and help to break the taboo around these conditions.

EXPERT PERSPECTIVE

Connecting patients with innovation

Payers want value for money, but defining value is not easy. Value-Based Access Programmes (VBAPs) are part of the solution to bringing innovation to patients.

Ernesto M. Nogueira, Founder and Managing Director, ValueConnected
Dafne Schroer, Manager Health Economics and Market Access, Value-Based Health Care EMEA, Johnson & Johnson

Uncertainty about the clinical and economic outcomes that new technologies will deliver makes it difficult to evaluate the likely return on investment. And, as more is known about an innovation through further clinical studies and real-world use, the perceived value of medical technologies can change over time.

Several payers across Europe are seeking new approaches to solve this conundrum by using Value-Based Access Programs (VBAPs). These can offer funding with the aim of introducing medical technologies with promising outcomes into the market in a controlled way, until evidence about their value is fully available. They take a value-based approach – going beyond cost/price to consider the wider value of new technologies.

We believe well-designed VBAPs can have a positive impact for patients, payers, health systems and industry. The challenge is that these new tools are not widely used in Europe and there is no standard methodology or terminology yet to describe the variety of VBAPs.

Based on our research, there are 27 existing VBAPs across 23 European countries that offer opportunities for manufacturers and payers to work together towards bringing medical innovations to patients.

The first steps are being taken, and the willingness is there on both sides. Payers and industry should continue to build two-way open communication to develop these VBAPs further. Ultimately, we hope it will help create new ways to ensure access for patients to medtech innovations in a sustainable way.

NATIONAL ASSOCIATION

LOCATION
NORWAY

A healthier tomorrow

With more than 500,000 products on the market, medical technologies support good health throughout our lives

From ultrasound machines and life-supporting equipment in maternity hospitals to diagnostic scans in the emergency room and cardiac pacemakers, medical technologies play a priceless role in modern society.

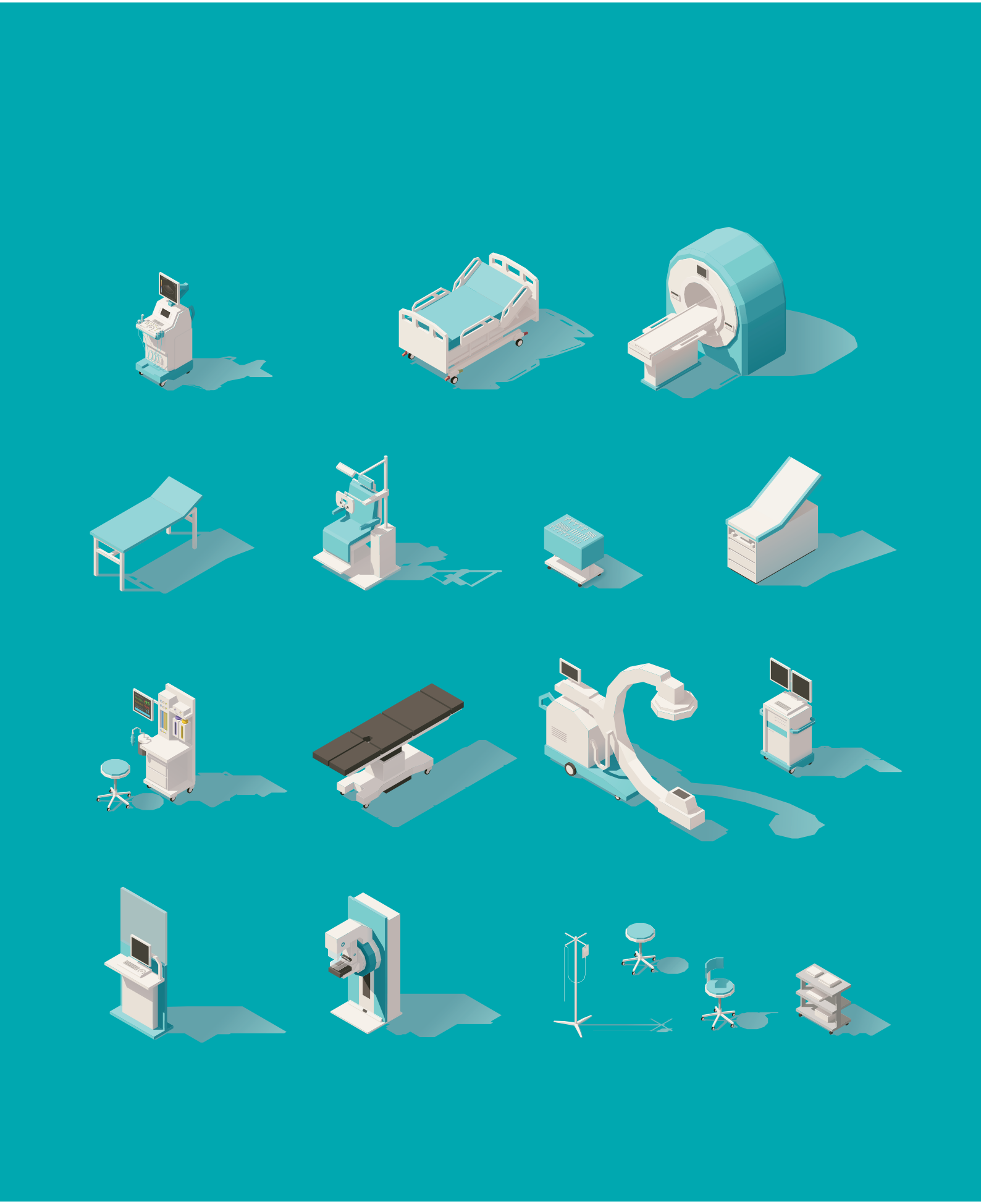
Their capacity to save lives and to keep us healthy is sometimes underestimated. To remind healthcare stakeholders of the value of medical equipment, Atle Hunstad, CEO of Melanor, the Norwegian medical technology association, published a blog in the Dagens Medisin (Today's Medicine) – a trade magazine widely read in the healthcare sector.

'What we must not forget is that many thousands of patients in Norway each year get a better quality of life and better health with the help of medical equipment,' he wrote. 'Indeed, in many cases, lives are saved.'

Mr Hunstad gave an example of someone who was rushed to the emergency room after falling from their bike. They are immediately surrounded by medical technologies: wound care products, x-rays, plasters and crutches – all play their part in diagnosing and healing the injuries.

The article highlighted the industry's focus on innovation, helping to improve the quality, efficiency and sustainability of the health services. It called for increased collaboration between stakeholders, and for government policies that support an industry that creates high-quality jobs and delivers value to society.

'New solutions are being developed at high speed,' Mr Hunstad wrote. **'It is important that patients and users in Norway have access to new technology and treatments. We need a policy that facilitates the health industry and production in Norway.'**



Power of information

As lab results inform medical decisions, excellence in diagnosis is vital

Diagnostic tests are crucial in modern healthcare. By providing health professionals and patients with information from a range of diagnostics – using blood, tissue or urine samples, for example – lab results inform clinical decisions daily.

On 5 and 6 June in Warsaw, the Kolegium Medycyny Laboratoryjnej (Council of Laboratory Medicine) hosted a conference entitled 'The New Standard of Excellence in Laboratory Diagnostics'.

Designed for dedicated lab professionals, it featured lectures on laboratory medicine including the latest in genetics, haematology, immunology, biochemistry, microbiology, toxicology and quality control.

Around 450 lab workers and clinicians attended the event. A lively session presented by the Polish Society for Laboratory Diagnostics and the National Laboratory Diagnostic Council emphasised the role of diagnostic tests in patient care.

A workshop hosted by Roche presented the latest innovations in high-speed sample analysis and integrated diagnostic solutions. Not only can the most modern systems provide faster, accurate answers without taking up valuable lab space, but also they free up staff time by automating tasks including maintenance and calibration.

The event was a reminder that lab diagnostics are a vital component in the healthcare machinery – and an area where innovation is delivering efficiency every day.


BLOOD
TEST
BLOOD
TEST

NATIONAL ASSOCIATION

Quantifying the value of diagnostics

Clinical information can be priceless – experts are working to measure its value in diabetes

In vitro diagnostics (IVDs) influence as many as 70% of clinical decisions. Lab tests can use a drop of blood, a urine sample or a tissue biopsy to provide critical information on patient well-being.

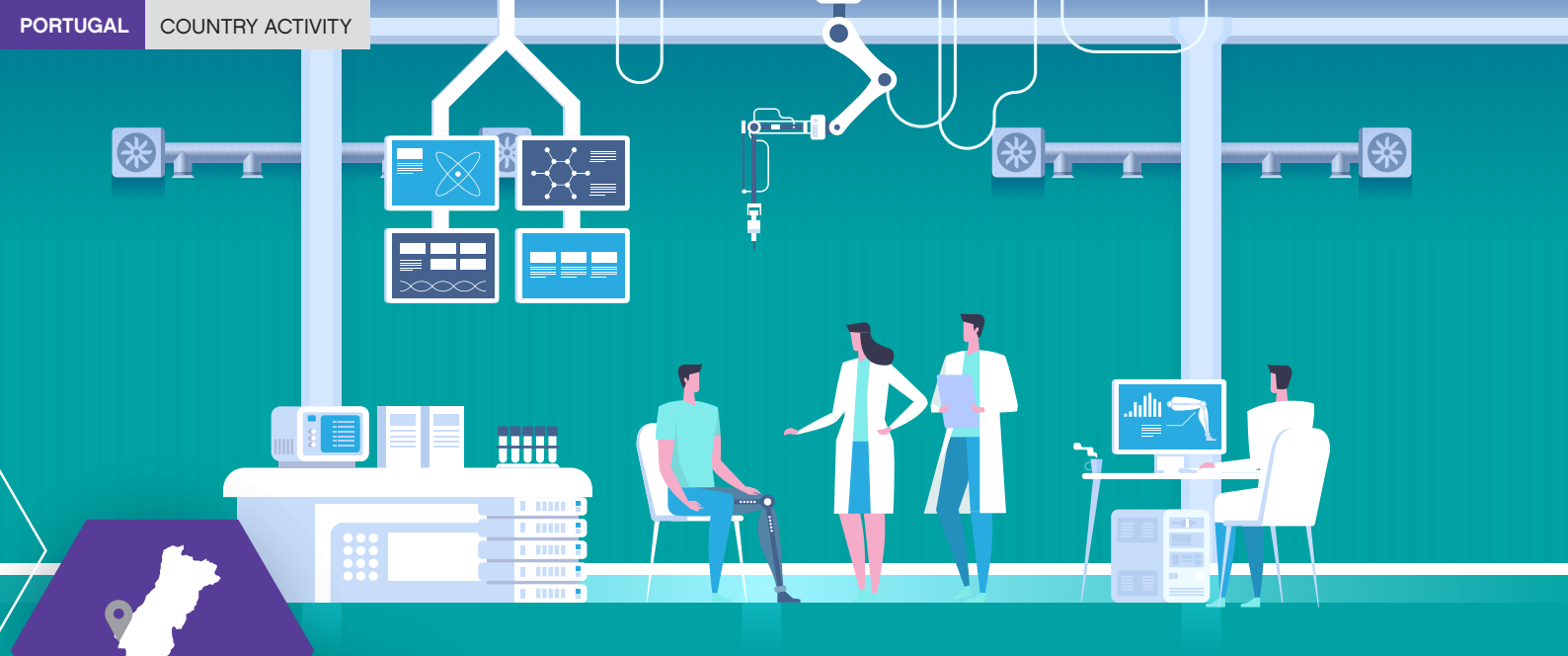
New technologies increasingly allow ongoing monitoring of clinical markers to detect changes that can lead to ill-health. One area where this is of significant value is diabetes. Uncontrolled blood sugar levels can increase patients' risk of major complications ranging from stroke to blindness.

APIFARMA hosted a series of events on the economic value of IVDs in diabetes, exploring the impact of testing and monitoring on the lives of people living with the condition. Sessions were held between February and April at a laboratory congress and future events are planned. Patients, policymakers and the press were among the target audiences.

During MedTech Week, APIFARMA used their social media channels, website and newsletter to showcase the value of IVDs in contributing to quality of life throughout the lifecycle – including in diabetes.

This was supported by the publication of the White Book of IVDs Portugal: What are IVDs and how do they support quality of life, in sickness and in health? Packed with information on the role of diagnostics in the health system and society, the White Book helps to explain the indispensable role of IVDs in the Portuguese health system.

The organisation is also working on a study about the value of IVDs in diabetes in Portugal. This initiative, conducted in partnership with the Investigation Center of the Lisbon School of Economics & Management, aims to quantify the costs and savings associated with diabetes diagnostics. It could help the wider public develop a deeper appreciation for the value of diagnostic data.



LOCATION
LISBON

NATIONAL
ASSOCIATION

Science & Storytelling

Four inspirational tales of how technology can transform lives

Medical technologies have transformed healthcare, helping to make services more efficient while improving patient outcomes. But communicating this to the public can be a challenge.

To illustrate the profound impact that medtech can have on people's daily lives, APORMED brought together leading medical experts and people who had overcome adversity with the support of innovation.

At a roundtable event at the University of Lisbon Faculty of Medicine on 4 June, lectures by experts were complemented by four first-hand testimonies: Cândida Alves Coelho, a teacher, uses an ophthalmology implant to correct double vision; Manuel Araújo, a 16-year-old with congenital deafness, has a cochlear implant; and two athletes with prosthetic limbs – Telmo Pinão, a Paralympic athlete, and Gino Caetano, a national swimming record holder.

Their inspiring testimonials illustrated how technology – along with personal courage – could support people who have lost a limb and the capacity to see or hear. **'The four stories show just how relevant the role of the medical technology industry is for the general population,'** said João Gonçalves, General Secretary of Apormed.

The event, which was also attended by students of health sciences, included an interactive discussion about the role of medical innovation in addressing the needs of the public. Reports on the meeting were featured on a number of media channels, helping to enhance public awareness of medical technologies.

By marrying the technical know-how of medical specialists with powerful storytelling, the roundtable event highlighted the valuable role technologies can play in healthcare and in the quality of life of the citizens.

PATIENT PERSPECTIVE

Riding the tide of kidney disease

I had been managing kidney disease for my entire adult life – but that hasn't stopped me pursuing my passion for caravanning and kite surfing.

Pascal Kopperschmidt
Patient Advocate

As a physicist, I've always been driven by curiosity. But to follow your curiosity, you have to have some freedom. Freedom to be spontaneous; to follow your impulses.

Advances in kidney disease treatment have given me greater independence. Although, I rely on haemodialysis machines to do the job that my kidneys are unable to do – filtering toxins out of my blood – the way I receive treatment makes all the difference.

Rather than having to go for in-clinic haemodialysis three times a week, I can be treated in the comfort of my own home and even from my caravan when I'm traveling. This has been the driving force for extending my sports activities and enjoying cultural events.

As the treatment is performed overnight when I sleep, and I have a mobile dialysis unit, I can organise the treatment around my schedule.

I continue to follow my curiosity. Six years ago, I tried to go skiing with the support of a kite on snow. This led me to kite surfing – it's fun and requires some tactical skill to make best use the winds and waves. It challenges my physical and mental capabilities.

I want others to hear about the potential benefits of home dialysis and the freedom it can offer some patients. For me, life shouldn't be about restrictions – I want to discover what is possible.


LOCATION
LJUBLJANA
NATIONAL
ASSOCIATION

Memories that matter

With a little memory training, it's easy to keep the Medtech Code in mind

How's your memory? Some of us have a mind for fine detail; others prefer to think big. But everyone can recall what matters if they are given the right skills.

On Monday 3 June, SLO-MED and SIEDMA hosted a communication workshop on the MedTech Europe Code of Ethics, and provide members with the knowledge they need to become ambassadors of the medtech industry's core values.

The event included a session on techniques for memory training and how to apply them when communicating the Code. This was supported by Nik Škrlec who holds the national record in Slovenia for memorising Pi (ϖ) to 3,141 digits. He has also solved three Rubik's cubes under water in one breath.

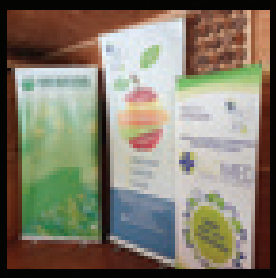
'I am not a genius at all – quite the opposite,' he said. **'As a young boy I decided to train my brain, my memory. I was persistent and continued to practice despite all the obstacles.'**

These techniques can be applied to the MedTech Code which covers all aspects of the industry's relationship with healthcare professionals and healthcare organisations. It is designed to maintain the trust of regulators and – most importantly – the public.

'Ethics isn't about doing things we must do. It about doing the right thing in a correct, transparent manner,' said Mojca Šimnic Šolinc, SLOMED society chairman. **'It is something that will enable us to succeed in the long run.'**

During the session, participants were also encouraged to share their photos over their personal networks to highlight the key values of the Code – including ethics, transparency and cooperation.

'SLOMED and SIEDMA represent only one part of the medtech industry,' said Peter Bratušek, SIEDMA society chairman. **'But we should see it as the most vital part, bringing positive changes to the industry, one step at a time. Therefore, we must persist. We made a decision and are standing behind it.'**



EXPERT PERSPECTIVE

Green is the new black

Climate action is rightfully gaining space on the policy agenda. Healthcare is part of the problem and must become part of the solution.

Prof. Damien Gruson
Coordinator of My City-Lab Project and Head of Clinical Biochemistry, Cliniques Universitaires Saint-Luc

We are exceeding the Earth's capacity, reaching the limits of growth on a finite planet. As the third largest employer in the world, healthcare has the potential to make a significant impact on European sustainability strategies.

Reducing hospital admissions and waste is not only critical for human health, but also for environmental and financial sustainability. Waste management initiatives offer great opportunities to reduce both environmental footprints and waste disposal expenses while improving the supply chain.

I believe we can achieve significant cost savings – as high as 40-70 percent of waste disposal outlays, representing €3.5-6 billion in savings for the health industry. In addition, I see a major role for healthcare settings in reducing environmental impact by using their resources more efficiently, designing 'greener' buildings, and fostering primary care.

It is important to embrace a recycling culture inside hospitals and start reducing the use of environmental damaging products such as plastic. Cafeterias in hospitals can also play their part by serving locally-grown fresh produce.

Hospitals should work with vendors to ensure that the products the hospital purchases are as environmentally friendly as possible, from medical supplies to printer paper. Reducing energy use is particularly tricky for hospitals, but I assure you it is not impossible.

We still have a long way to go but collaboration amongst EU systems, and a common vision for the future, can only help.

PATIENT PERSPECTIVE

The comfort of recovering at home

I developed life-threatening blood poisoning, requiring intravenous (IV) antibiotic treatment. After being hooked up to a drip in hospital for three weeks, I had had enough.

David John Watson
Patient Advocate

My wife said I was becoming 'institutionalised' – I just knew that I didn't like being there. The doctor mentioned that rather than staying in hospital for another three weeks, there was an option that would get me back home sooner: Outpatient Parenteral Antimicrobial Therapy, or OPAT.

It's for patients like me whom doctors judge to be 'medically stable' but need to continue IV antibiotics. It means we can complete our treatment in our own homes. They asked my wife and I if we'd be able to cope with it and we said we would. The next day, one of the nurses from the OPAT team came to show us what we have to do.

We were worried silly about it the first time but it is such an easy thing to do. Josie would get her apron and rubber gloves on, take the infusion out of the fridge, then remove the old bottle and just fix the new bottle onto the tube on the infusion pump connected to my arm. And that was it, basically, for 24 hours.

Josie believes that being treated at home sped up my recovery. I reckon it gave me a new lease on life. I was glad to be out of the hospital, in my home environment. To be honest, once everything was connected, I forgot it was there most of the time. It's there during the day and you can just carry on as normal. Absolutely brilliant.

What is OPAT?
OPAT is a method for delivering parenteral antimicrobials in the outpatient setting under safe conditions (community or home), as an alternative to inpatient care. It allows patients to go from hospital to home earlier with a pre-filled elastomeric pump, in order to provide drug administration out of the hospital under safe conditions.


LOCATION
MADRID
NATIONAL
ASSOCIATION
LIVE
TV
NEWS

Journalism at heart

Press workshop puts cardiology in the spotlight

Technological advances have dramatically increasing heart attack survival rates while new devices are reducing the risk of stroke, irregular heartbeats and problems with heart valves. The revolution in cardiovascular health was the focus of a media workshop on 6 June, which highlighted progress on survival rates and quality of life in patients with heart conditions.

The event took place at Fenin's offices, the Spanish Federation of Healthcare Technology Companies, and was an opportunity for cardiologists to speak with journalists about the paradigm shifts in patient care, driven by new treatment and prevention options. Bringing the potential benefits of cardiology innovation to all patients remains a challenge, according to Isabel Dávila, Executive Director of Fenin and Coordinator of the Cardiology, Neurosurgery and Pain Treatment Sector. Raising awareness of medtech innovation in cardiology is an important step in the right direction.

Cardiac stents were highlighted as a game-changer for survival rates. Approximately 70,000 stents are implanted every year in Spain, allowing for better outcomes for people with ischemic heart disease.

'Currently, mortality in patients who suffer a heart attack and have a coronary stent implanted is between four and five per cent – much lower than 15 or 20 years ago,' said Dr Raúl Moreno, head of the Interventional Cardiology Unit at La Paz University Hospital in Madrid. **'This has been made possible thanks to advances in technology such as the material they are made of. Stents were previously made of stainless steel but are now made with different metal alloys which give flexibility and safety.'**

Left to right: Dr Fernando Arribas, Dr Raúl Moreno and Isabel Dávila

Dr Fernando Arribas, head of the Cardiology Department of the University Hospital 12 October in Madrid, told journalists that improved cardiac imaging provides valuable information to guide cardiologists' treatment decisions, while the latest implantable defibrillators are an example of patient-centred innovation. **'The new devices are subcutaneous, so they are less aggressive, reduce the risk of infection and are more easily removed, in addition to being smaller,'** he said.

In future, transferring the advances in cardiac technology from the hospital to the patient's home – supported by advances in wearable monitors, for example – will help to widen the impact of innovation in cardiology, according to Dr Arribas.

The event sparked strong media coverage in general and specialist media, as well as on social media channels, proving that connecting experts with journalists can boost public awareness of technological progress.

The human touch

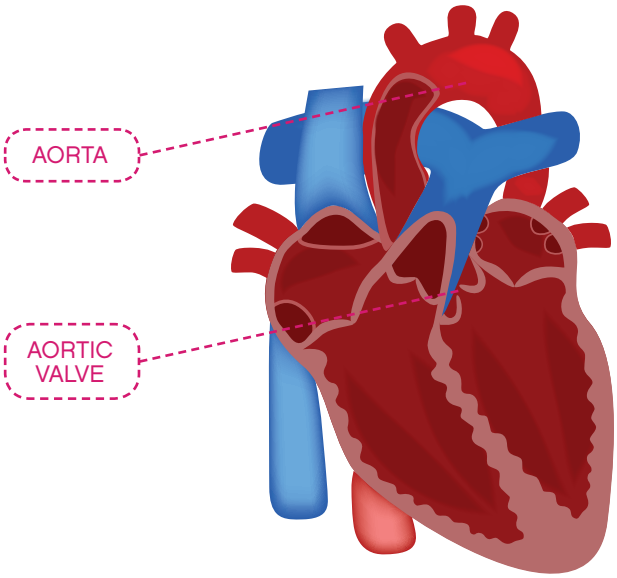
An infographic developed with patients shows the human side of medtech

What do people think of when they hear the words 'medical technology'? Perhaps it conjures images of wires, devices or digital displays. Maybe it sounds sterile, clinical or cold. The reality is much different: medical technologies are all about people, health and quality of life.

To emphasise the important role technologies play in our physical, social and emotional wellbeing, FENIN, the Spanish Federation of Healthcare Technology Companies, and patients advocates came together to launch a new infographic to highlight the human side of health technologies. It shows a more rounded picture of how patients, health professionals and medtech interact to improve people's lives.

The initiative is part of FENIN's Corporate Social Responsibility programme focused on people. The campaign advocates the humanisation of healthcare and is supported by groups representing people with kidney and respiratory diseases, as well as neuromuscular conditions and childhood brain injury.

The launch was accompanied by a press release and social media posts, helping to attract more than 1,000 views of this highly visual portrayal of the role of medical technologies in the health system.



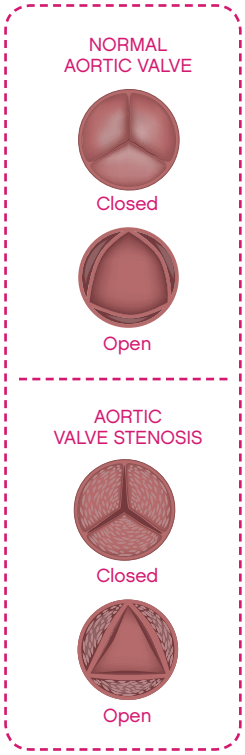
Healing hearts

News café: journalists, patients and experts discuss innovation in cardiology

Aortic stenosis is a serious heart disease involving the narrowing of the valve that supplies blood to the entire body. This disease is most common among older people. 'When patients begin to have symptoms, the prognosis might be very negative, if left untreated,' according to Dr Raúl Moreno, Hospital de la Paz.

One solution is transcatheter aortic valve replacement (TAVI), a minimally-invasive procedure designed to replace the diseased valve. For patients who, for various reasons, cannot undergo open-heart surgery, it is the only treatment option.

Because TAVI is less invasive than major heart surgery, patients face fewer risks of complications – such as stroke, infection or bleeding, and spend less time recovering in hospital. **'In most hospitals, it is done without general anaesthesia,'** Dr Moreno said. **'Patients are sedated or receive local anaesthesia.'**



Dr Moreno was among several experts attending a meeting organised by Boston Scientific at the headquarters of Gaceta Médica, a specialist health newspaper. The event, entitled 'News Café', offered journalists, specialists and patients a chance to share experiences and insights on the latest innovations in structural heart technologies.

The event raised awareness of advances in cardiac treatment options, and the valuable role patient advocates can play in accelerating access to care. Amaya Saez, Vice President of Cardioalianza, a patient organisation called for equitable access to the cutting-edge treatments. **'Under current legislation, we have the right to receive the best possible treatment, regardless of the region in which we live, on the principle of equity,'** she said.


LOCATION
SPAIN
NATIONAL
ASSOCIATION

An eye for value

Workshops help employees and companies get their teeth in the value of the Healthcare Technology sector

Keeping up to date with the latest innovations across the medtech sector can be a challenge. That's why FENIN regularly organises employee workshops dedicated to key therapeutic areas in a fast-moving and diverse industry.

The value of ophthalmology technology was the focus of a session held on 7 June. Designed to enhance knowledge and raise awareness of new products, therapies and technologies, the workshop was delivered by Alcon, a member of FENIN specializing in eye care.

From diagnosing eye disease to treating cataracts and other patologies, ophthalmology products can make a dramatic positive difference to the quality of life. Thanks to the workshop, FENIN staff are now better equipped to discuss the life-changing potential of eye care products in the lives of patients and skilled ophthalmologists.
The dental industry was also on the agenda at a separate internal meeting of FENIN executives and company representatives. This session debated the future of a sector that has been experiencing a revolution in recent times.

Another set of training sessions in Madrid and Barcelona with FENIN member companies addressed Transparent MedTech – the MedTech Europe centralized transparency platform where companies disclose financial contributions to support medical education.

In the context of the MedTech Europe Code of Ethics, the meetings offered practical advice on how to make training grants more transparent. **'This was an opportunity to explain the contribution of the sector to the training of health professionals and our commitment to advancing healthcare for the benefit of patients,'** said David Castillo, Director of Ethics and Compliance at FENIN.

These events were important features of an active MedTech Week in Spain, contributing to a strong media impact. More than 28 media articles were published about medtech, while FENIN's tweets reached over 18,000 people.

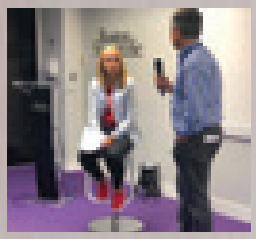
LOCATION
SPAIN

COMPANY
ACTIVITY

Advances that matter

The moving story of a boy with a heart defect added inspiration to innovation

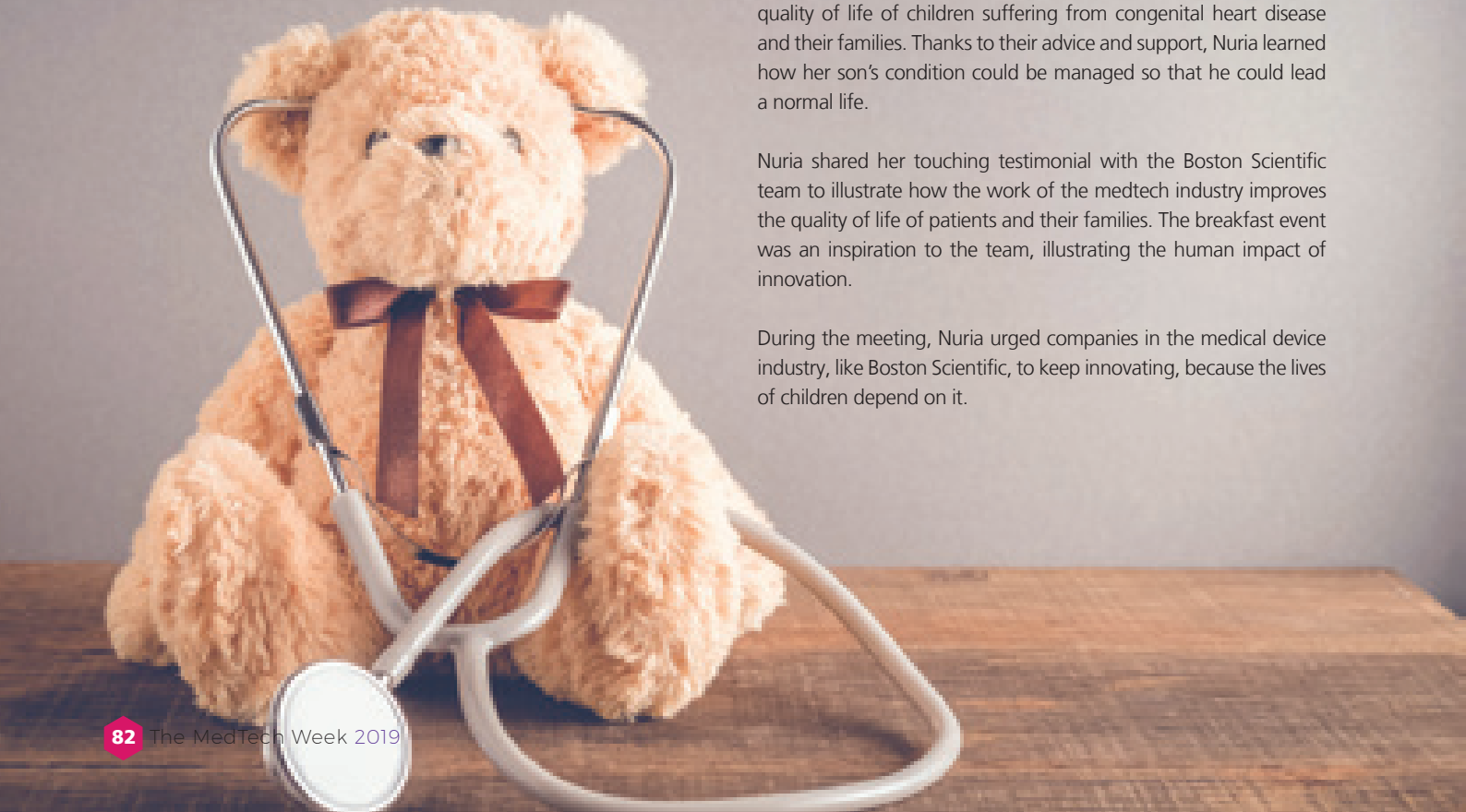
When Nuria Ledesma's son was born, he was diagnosed with a congenital heart condition. Nuria thought that she would never see him become an adult. **'I cried, I cried a lot,'** she said. **'I didn't understand anything. I just wanted to be with my child and be happy, and suddenly he had a serious problem.'**

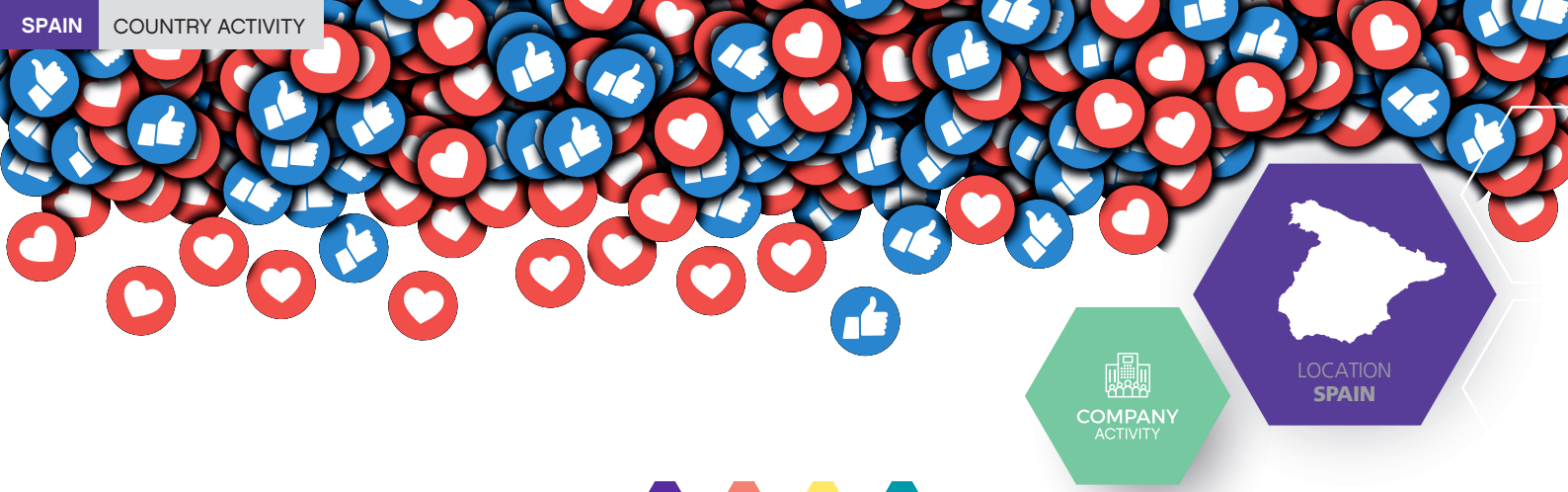


Many years later, she has seen her son grow and thrive, thanks in part to help from a patient association – Menudos Corazones Foundation. For 16 years, the foundation's mission has been to improve the quality of life of children suffering from congenital heart disease and their families. Thanks to their advice and support, Nuria learned how her son's condition could be managed so that he could lead a normal life.

Nuria shared her touching testimonial with the Boston Scientific team to illustrate how the work of the medtech industry improves the quality of life of patients and their families. The breakfast event was an inspiration to the team, illustrating the human impact of innovation.

During the meeting, Nuria urged companies in the medical device industry, like Boston Scientific, to keep innovating, because the lives of children depend on it.





LOCATION
SPAIN

COMPANY
ACTIVITY

Mobilising ‘Team MedTech’

Medtronic Iberia employees used social media videos to boost medtech awareness

The medtech sector employs more than 24,000 people in Spain, but behind the data are individual persons. To reveal the faces and stories that drive innovation in the industry, Medtronic Iberia mobilized their most powerful communication asset – their employees.

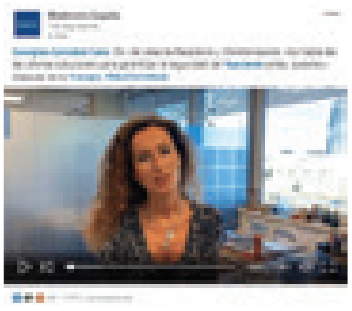
The company produced six short videos featuring employees discussing the latest innovations in key areas and showing their passion for medtech. In addition, all Spanish Medtronic employees were encouraged to follow the campaign and spread the word on social media. The Medtronic team also supported social media activities of FENIN, the Spanish medtech association.

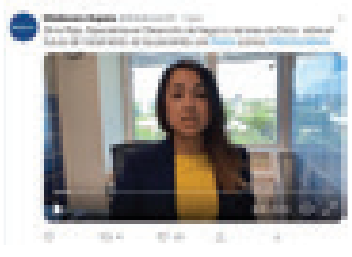
The company’s videos were viewed 9,000 times while their social media posts reached more than 26,000 people – helping to personalise the industry and show its human side.

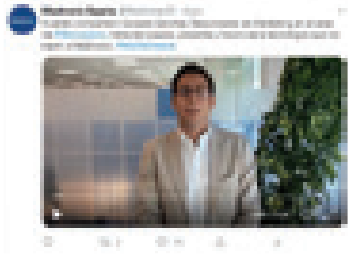
The contribution of Medtronic technologies to the treatment of heart pathologies was showcased in an interview published by Redacción Médica, one of the most influential specialist media in Spain. It featured Juan Carlos García, Iberia CVG Director, who explained how iterative innovation had improved pacemakers over several decades.

‘Pacemakers have greatly decreased in size, which has allowed their implantation to be less invasive,’ he said, adding that the future would see further progress in areas such as connectivity and miniaturisation. **‘Excellent moments for medical technology are approaching. Over the next five years we will see many technologies advances and Medtronic will continue to play a key role in treating cardiac conditions.’**

An innovative future awaits – driven by people, for people.







Going viral

A campaign by a not-for-profit foundation showcased the value of medtech

Hearing aids, pacemakers, syringes and contact lenses – medical technologies are all around us. Medtech accompanies us through life from the moment we are born. However, the public does not always see the full extent to which we rely on devices and diagnostics in our daily lives.

The Fundación Tecnología y Salud (FTYS) – the Foundation for Technology & Health – was established in 2007 by Fenin to enhance the public awareness and perception of medical technologies. Its board includes representatives of medtech companies, scientific societies and patient associations.

The Foundation aims to make the benefits of medtech more visible and to support initiatives that improve the health of the Spanish population. Ahead of MedTech Week, FTYS launched a social media blitz, using a consumer-centred and emotional approach

with simple messages about the role medical technologies play in our lives.

The initiative featured localised and targeted messages for the general public and the media, with dedicated audiovisual material. It was supported by a factsheet on the Value of Medical Techology and a press release issued in conjunction with Fenin.

The key message of the campaign was clear: **'Although we don't realise it, we live surrounded by health technology.'** The Foundation's Twitter account is still new – it was created in April – but the campaign's tweets reached a wide audience with almost 15,000 views.

'We work hard in the Foundation to show the population the real impact of health technology in their lives,' said Margarita Alfonsel, General Secretary of Fenin and Secretary of the Foundation Board. **'It is clear that this kind of technology is important since we all have been, are or will be, patients at some point in our lives.'**

LOCATION
SWEDEN

NATIONAL
ASSOCIATION

Medtech Podcast

To mark its 50th anniversary, Swedish Medtech has launched two podcasts

When the Swedish medical technology trade association was launched five decades ago, it was tiny, providing companies with support from its small office. Today, Sweden's industry is much bigger – and so is Swedish Medtech, which now has 11 full-time employees working on everything from market access and regulation to communication and public affairs.

Its latest innovation on the communication side is a podcast series called 'Medtechpodden'. While it is usually in Swedish, the team made a couple of exceptions during MedTech Week, posting two episodes in English.

In the podcast focused on regulatory affairs, the team welcomed Oliver Bisazza, MedTech Europe Director Regulations & Industrial Policy, who discussed new EU Regulations on medical devices and diagnostics. He outlined the need to revamp the old legislation, the timeline for implementation, and the challenges that lie ahead.

A separate episode addressed the current state of Sweden's medtech sector. Anna Lefevre Skjöldebrand, President of Swedish Medtech and now podcast presenter, said there may be around 3,000 medtech companies in Sweden if you include micro-companies and start-ups which may not yet have products on the market. Looking only at active companies, the number is around 680.

Petrus Laestadius, Executive Vice President of Swedish Medtech, said the sector has changed dramatically over the years but has always been defined by an instinct for innovation. **'We have quite a few innovative Swedish companies – one group emanating from the 1950s and 1960s – and then a new wave of companies that have sprung up in more recent years,'** he noted.

They also discussed the role of the Swedish healthcare system in supporting an innovative ecosystem in the country. **'Companies work very closely with Swedish hospitals and professionals to find new ways of taking care of patients and developing new technologies,'** Mr Laestadius said. **'It's not only Swedish companies that work closely with our health system; the Swedish market attracts companies to develop and study new technologies.'**

With the Swedish industry in good health, the trade association is looking forward to another 50 years.

EXPERT PERSPECTIVE

Improving healthcare quality through innovation

To address unmet public health needs and effectively transform healthcare, we need to invest more in innovation which has the potential to create new ways of thinking and working.

Roberto Bertollini
Honorary President, Health First Europe

Health systems across the EU are facing numerous challenges – from population ageing and sustainable financing of health care to great variations and inequalities in clinical practice within and between countries. At the same time, we are witnessing a necessary and rising emphasis on patient experience and patient-centredness within health systems, as well as significant public health threats.

To rise to these challenges, we need new models of delivering healthcare services that emphasise an innovative and patient-centric approach.

Accessibility of patients to companion diagnostics, laboratory tests, home dialysis equipment and glucose monitoring systems significantly contribute to the monitoring of pathologic conditions and the identification of specific treatments.

In doing so, these technologies reduce the incidence of complications, save patients' lives, enhance bodily autonomy, improve the assessment and flexibility of treatment schedules and efficiency of providers' time, and, ultimately, empower patients to make informed decisions about their health.

Such innovations stand as safe, effective alternatives to hospital-based care reducing hospital expenditures, the burden of device checks and follow-up assessments, and human resources. Automated solutions, the application of artificial intelligence and robotic systems represent additional ways that can help improve workflow efficiency and support health care systems' transition to new care models, centred on people's needs.

Partnerships between patient communities, healthcare providers, academic researchers and the newly elected European Parliament are key to accelerate the shift towards citizens' engagement and widening the use of health technology.

PATIENT PERSPECTIVE

The best breast cancer treatment for you

No two women are the same, and neither are their breast cancers. Cutting-edge genomic tests can be valuable tools for determining the best treatment for you.

Christine Santerre
Patient Advocate

When I was diagnosed with early-stage breast cancer, my surgeon told me about a diagnostic test that could provide more information about my tumour. I chose to have surgery and take this recommended test on the advice of my surgeon.

The genomic test was able to analyse the activity of 21 genes that might influence how likely the tumour was to grow and respond to treatment.

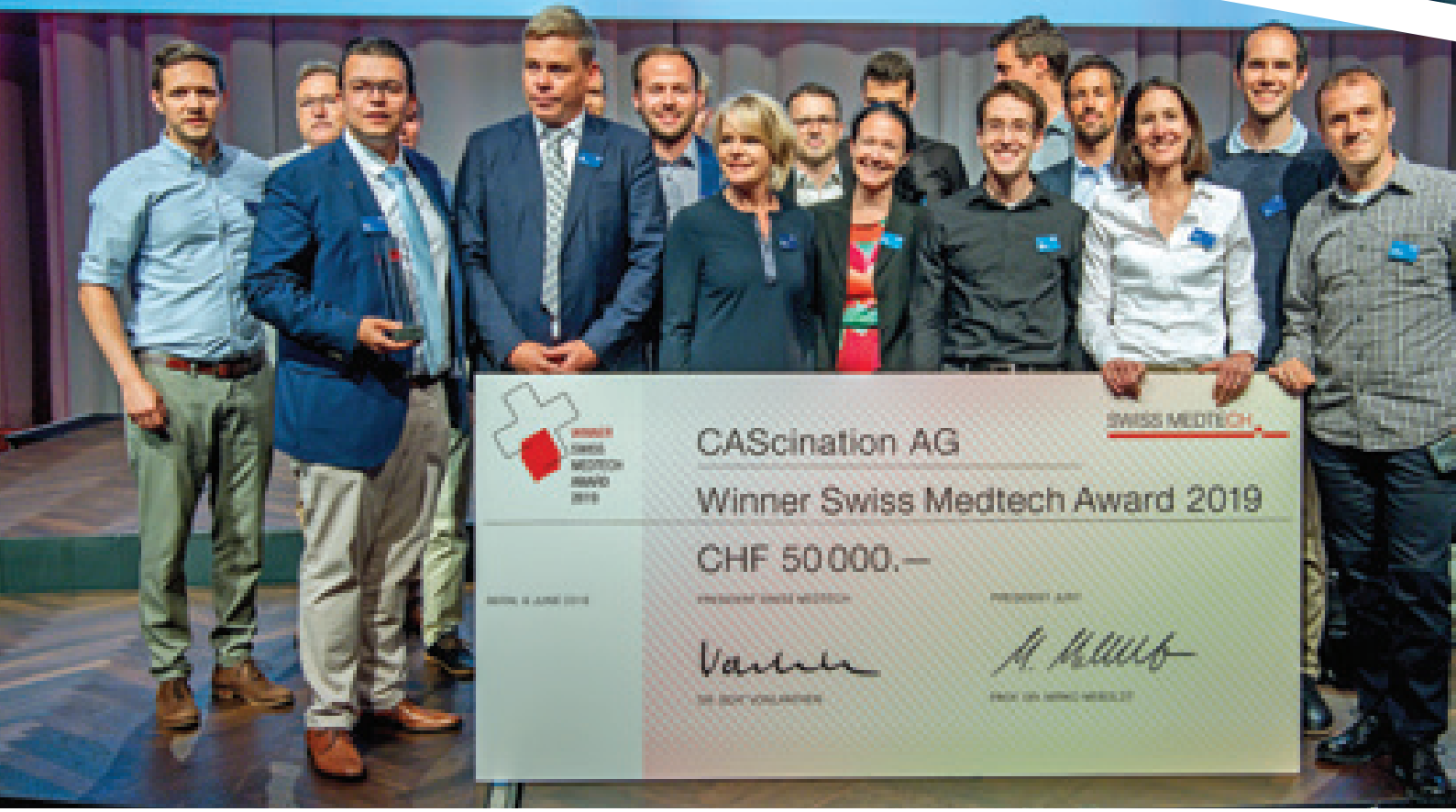
As a trained biologist, I was able to discuss my illness with my surgeon at length, and he explained all the risks and benefits of chemotherapy. My surgeon also spoke with the hospital team in charge of my radiotherapy and everyone agreed to avoid chemotherapy and adapt my treatment only to radiotherapy and hormone therapy.

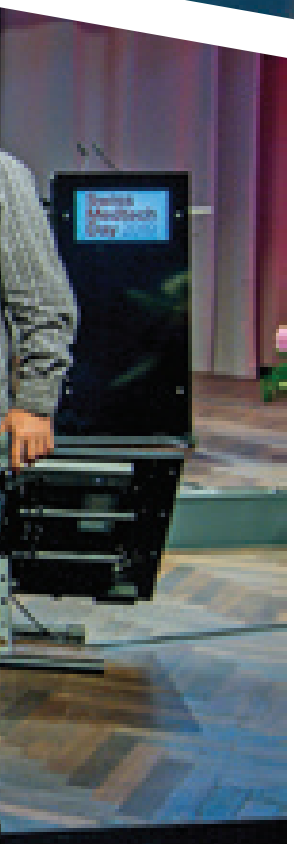
Nevertheless, the radiotherapy treatment was tiring and I had to significantly cut down on my workload. I'm grateful that I was able to continue working part time because it helped my overall wellbeing.

Like so many women who have experienced such an ordeal, life really changes after that. I appreciate everything much more than before. I am very happy that I did not have to take on the extra burden of chemotherapy, which I believe would have made my life even more difficult.

Before I was diagnosed with breast cancer, I had never heard of this diagnostic test. In addition to the savings in terms of treatment, I am convinced that this test gives women quality of life when they need it the most. I recommend this test to everybody who is able to have it!

While their names sound similar, genetic testing and genomic testing are very different. Genetic testing is done on a sample of your blood, saliva or other tissue and can tell if you have an abnormal change in a gene that's linked to a higher risk of breast cancer. Genomic tests analyse a sample of a cancer tumour to see how active certain genes are. To learn more about genomic testing for breast cancer, visit www.breastcancer.org.


SWISS MEDTECH
CAScination AG
Winner Swiss Medtech Award 2019
CHF 50 000.–



Award-winning robots

Innovative start-ups grab the headlines – and prizes – at Swiss Medtech Day

LOCATION
BERN

NATIONAL
ASSOCIATION

More than 600 people poured into the Kursaal in Bern for Swiss MedTech Day, an annual event organised by the Swiss medical technology association Swiss Medtech and Innosuisse, the Swiss Innovation Agency. The big attractions were the poster and breakout sessions before all eyes turned to the stage awaiting the announcement of the 2019 Swiss Medtech Award.

The keynotes and breakout sessions delivered insights on some of the new trends and innovations in the industry, while the poster session was designed for start-ups with solutions in the field of medical engineering, new technologies, product innovations, process innovations and innovative business models.

The Swiss Medtech Award recognises outstanding achievements in the Swiss medical technology industry and comes with a prize of CHF 50,000 (around EUR 45,000). This year's nominees included GTX medical's implant which delivers electrical stimulation to patients with spinal cord injury, and Sequana Medical a Swiss-Belgian start-up specialising in fluid imbalances.

The winner was CAScination, a Bern-based company which has developed a planning tool for surgery on the ear, as well as a robotic ear microsurgery platform. **'We have successfully demonstrated the minimally-invasive access to the inner ear with our surgical robot in initial clinical procedures. Patients can benefit considerably from this approach,'** said Marco Matulic, Chief Technology Officer at CAScination.

The event showcased the highly-innovative Swiss medtech sector and offered industry newcomers an opportunity to connect with senior company leaders and decision-makers. While CAScination walked away with the top prize, in the end, everyone was a winner.

EXPERT PERSPECTIVE

New role for Clinical Research Organisations

Two new EU Regulations will require the collection and analysis of more data during clinical investigations

Serban Marius RoSu
Scientific Director and CEO, OperaCRO

The new regulations on medical devices (MDR) and in vitro diagnostic (IVDR) are scheduled to be fully implemented from May 2020 and May 2022, respectively.

The legislation demands a mandatory conformity assessment for all devices manufactured in the EU, to prove that they meet the legal requirements, perform as claimed and are safe to use.

Clinical Research Organizations (CRO) are assigned a more important role in providing scientific evidence and regulatory assistance during the whole process of placing a medical device on the market.

The Regulations emphasise a more robust clinical evaluation process. They also require clinical evaluations to assess whether there are sufficient data to prove the compliance of the device with the requirements for safety and performance, when used according to manufacturer's instructions.

The MDR requires the generation of a Clinical Evaluation Report (CER) after the investigation of a medical device, which is part of the technical documentation for the CE-marking process. These CER-related services can be provided by CROs.

A greater volume of data will be generated by device manufacturers and their representatives, and better data interpretation will be necessary to support their safety and performance claims.

As the quantity and quality of data collection and analysis increases, the new Regulations mark the beginning of a new era for CROs.

Rowing the extra mile

Diabetes warriors row and run 160 miles for charity

People with diabetes can achieve great things when their condition is under control. Just look at Roddy Riddle, a courageous Dexcom Warrior who refuses to let diabetes rule his life.

Roddy has successfully completed incredible challenges to raise awareness of type 1 diabetes, including the 'Marathon Des Sables'. This 156-mile (251 km) self-sufficient Ultra Marathon involves crossing the Sahara Desert over five days in what's known as the 'toughest footrace on earth'.

His warrior spirit inspired the Dexcom EMEA team to take on these miles as a team during MedTech Week. In partnership with a local gym, which allowed Dexcom to use their rowing machines and cross trainers, the team clocked up around 160 miles (257 km) – just as Roddy had done in the Sahara. A charity walk, in which Roddy participated, was also held during the week to put the spotlight on diabetes.

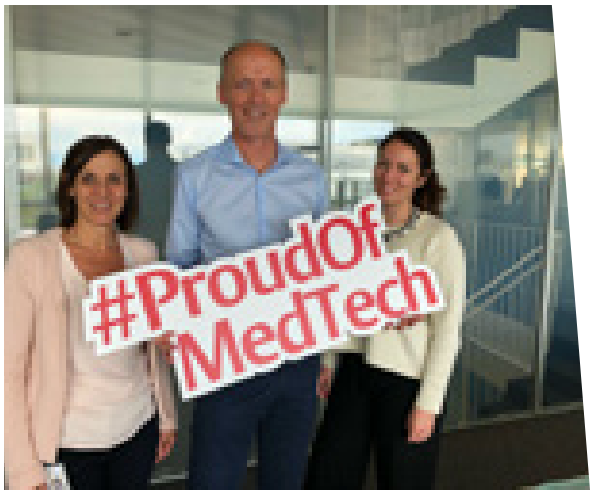
Not only did the initiative raise awareness of diabetes and medical technology, it saw Dexcom donate £2,000 to 'Life for a Child', a charity providing healthcare to children with diabetes in less-resourced countries.

'This will make a huge difference for the young people supported,' said Rachel Clayton. Fundraiser, Life for a Child. 'We really appreciate the work of the team and everyone involved.'

'It was fantastic to once again support MedTech Week and raise awareness of the incredible work done by the industry,' said John Bernard, Marketing Director EMEA, Dexcom.

#ProudOfMedTech

Campaign inspired employees to post selfies to show their pride in medtech



LOCATION
UNITED KINGDOM

COMPANY
ACTIVITY

Working in the medical technology sector is a source of pride: that was the spirit of the Edwards Lifesciences campaign to encourage employees to share content on social media.

The company has previously organised a similar communications project on a smaller scale, but the 2019 initiative took the concept to a new level – turning it into a full-blown and professional campaign.

A structured internal campaign helped to raise awareness of MedTech Week among employees across Europe, while a parallel external communication effort brought the message to the wider world.

The #ProudOfMedTech hashtag was used internally and externally, appearing on a staff Yammer group and on social media networks. Social media ambassadors shared content while several team members took selfies with a cutout bearing the campaign hashtag. The campaign was a great success. The #ProudOfMedTech hashtag reached 98.5k users on Twitter from June 3rd to 10th, while employees engaged with the content posted on Yammer, reaching almost 600 views on June 6th alone.

COMPANY
ACTIVITY

People at the centre

By rewarding outcomes, healthcare providers can incentivise innovation and partnerships that deliver what matters

'Value-based healthcare is all about people,' according to Darragh Tolan, VP Endoscopy EMEA at Boston Scientific. 'When healthcare providers are rewarded based on patient health outcomes, we are able to innovate more easily as well as simplify procedures and lower costs.'

This was one of the key messages shared through a series of thought leadership pieces published on LinkedIn by senior regional executives at Boston Scientific. Covering topics as diverse as digital diagnosis, education and patient-centricity, the articles drove engagement with other healthcare stakeholders on key topics shaping the future of healthcare.

Value and partnership were recurring themes. The era of working in silos is coming to an end, as companies, healthcare providers and payers find innovative ways of partnering to deliver better patient outcomes. The articles explained that value-based innovation is made possible thanks to the collaboration of hospital administrators, physicians and industry working together towards a shared objective.

Xavier Bertrand, VP, Healthcare Services & Alliances EMEA, said stakeholders need to work together closely in their mutual interest, while maintaining their independence – something that can be challenging. **'To strike the right balance, companies need to become skilled in choosing the right partner with whom to design and to execute effective partnerships and create shared value for patients, customers, payers and shareholders,'** he said.

EXPERT PERSPECTIVE

What do patients want?

Patients don't care about technology – they care about the quality of life

Alexandre Ceccaldi
General Secretary, European Technology Platform on Nanomedicine (ETPN) and Project Coordinator, NOBEL Project

Everything we know about healthcare will be totally different in 20 years. Our most important task is to integrate new technologies in a way that always benefits patients.

I see three ways in which technologies can transform the continuum of care for the good of patients. First, a modern health system should seek to avoid the acute phase of care through smarter prevention and earlier diagnosis.

Second, we must optimise the management of the acute phase when it occurs. Patients who require hospitalisation should benefit from personalised approaches and a faster return to their normal life back at home.

Third, technologies can enable accelerated and better recovery. Robotics is, for instance, a great tool for rehabilitation. The combination of sensor technology, remote monitoring, education and digital tools can reduce relapse by detecting early warning signs.

Can Europe be the place to invent this future of medicine? The big challenge we see ahead is finding ways to bring these very diverse technologies together into an innovation-friendly ecosystem.

To do this, we should commit to three goals: building a community regrouping all emerging medical technologies; shaping a common vision along the continuum of care; and providing tailored support to the best European innovators.

This is not about pushing technology for technology's sake. Our common aim must remain to improve citizen's lives, in smarter ways.

PATIENT PERSPECTIVE

‘TAVI transformed my life’

I thought my breathlessness and fatigue were part of the ageing process, but the symptoms were due to a serious heart condition.

Gerry Phelan
Patient Advocate

Even at 84 years of age, and having undergone triple bypass surgery in 2005, I had always been active. But about three years ago I started having breathing difficulties on the stairs and when walking. Sleep was also becoming almost impossible – within about 10 seconds of falling asleep, I’d feel like I was drowning or suffocating.

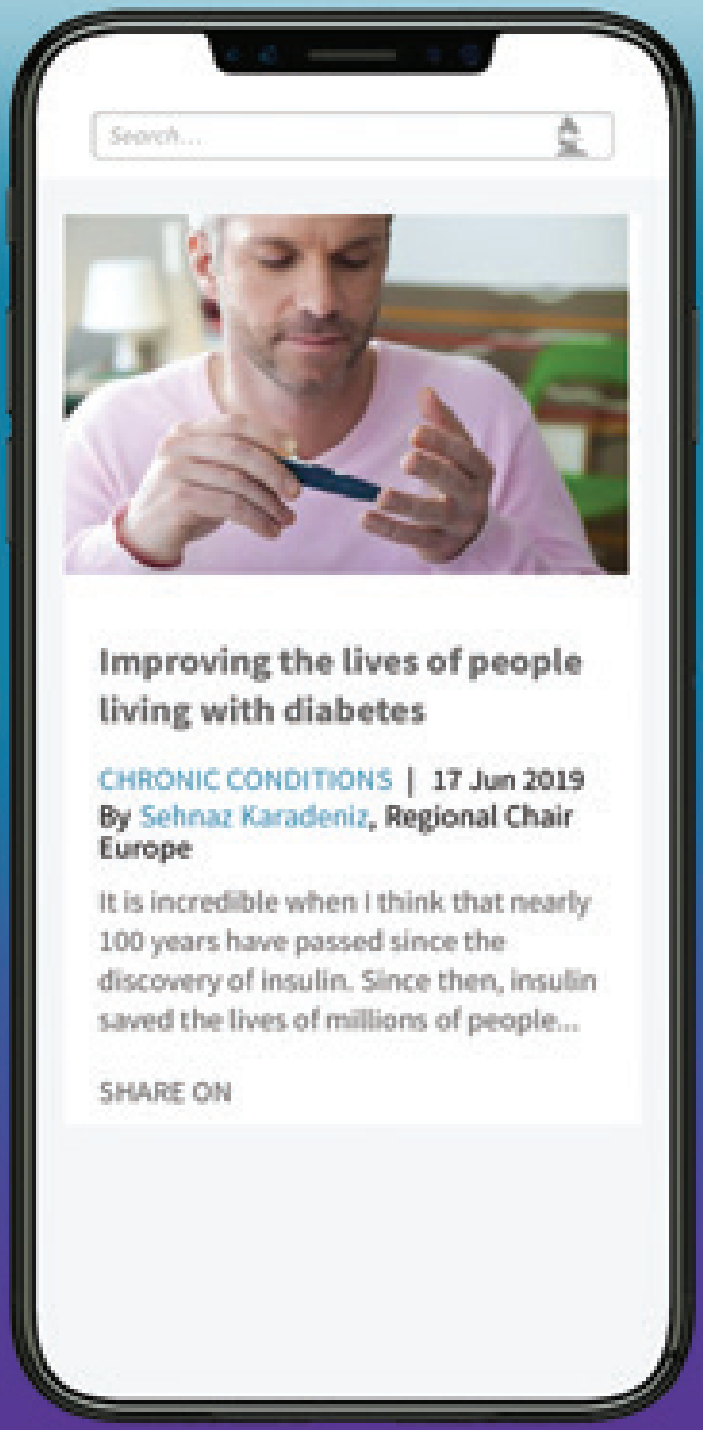
I assumed that this was a result of my age, until I was in hospital for an unrelated incident. “While I was there, one of my daughters asked about my symptoms and my treating doctor invited a cardiologist to have a look,”. He explained that I had a heart condition called aortic stenosis, which required treatment as soon as possible. I didn’t realise the danger I was in. And, because of my previous bypass surgery, replacing the diseased heart valve with an artificial one would have been too risky.

The cardiologist said that I’d be an ideal candidate for a minimally-invasive procedure called transcatheter aortic valve implantation, or TAVI, which I’d never heard of. I agreed, on the condition that my wife and children were OK with the decision.

TAVI involves inserting the replacement valve via the femoral artery through a small incision in the groin and then balloon-inflating it into place without having to remove the faulty valve. I felt only slight discomfort and I wasn’t distressed at all. I think I was on the table for about an hour and by the next day, I was walking the hospital corridor without no loss of breath.

The day I received TAVI my life was transformed. There are no other words for it. I could sleep again and I got back my appetite. I no longer had the fear that I’d suffered from before and I now exercise regularly again and travel around Ireland frequently with my wife. I feel like I’ve made a miraculous recovery.

MedTech Views



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EXPERT PERSPECTIVE

Career inspiration: My journey in biomedical engineering

Kyun Thibaut
Founder & Managing Director, COVARTIM

At the age of seventeen, I was good at math and sciences, but I did not know what to study after secondary school. Five years later, I was set to graduate from the Belgian University ULB as a mechanical engineer, but I still hadn't found my calling. Then, through my final year thesis, it hit me: my first project in biomedical engineering.

I was a newbie, brimming with questions. What kind of development do these products require? How do I manage complex physiological parameters that are not programmable? It was so interesting that it set me on a path to life sciences and healthcare.

Since then, I have worked in the medtech field dealing with very innovative and high-risk medical devices, such as active implants. What I find most motivating and rewarding is when I take part in the development of solutions that improve and save people's lives.

In 2016, I started my own medical devices engineering company to support manufacturers and help them succeed in their product development. Our team has grown to almost ten people all specialised in research, development, quality assurance and regulatory affairs.

Looking back at the last 13 years, I am happy with what I have achieved. But above all I feel lucky to have found this inspiring field where there is still so much to be done!

I hope that my testimony will inspire young people and encourage them to jump into medtech and work for a brighter and healthier tomorrow.

MedTech Week 2019 Communications

10
weeks of building engagement

1
week of activities

2,5
million views

Online activities

3,300
new fans & followers

37,000
website views

38,000
new interactions

FT

POLITICO

EurActiv

Partnering with European media

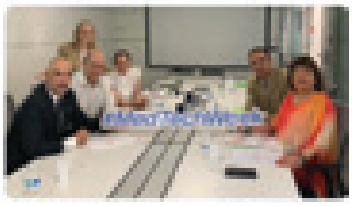
Testing your knowledge

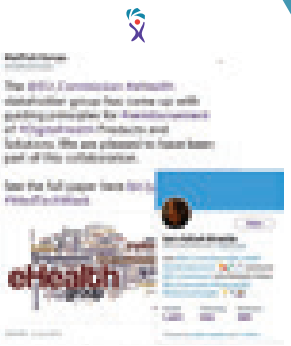
Videos

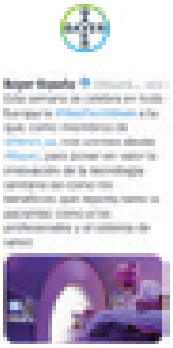
2,300
people answered the quiz online

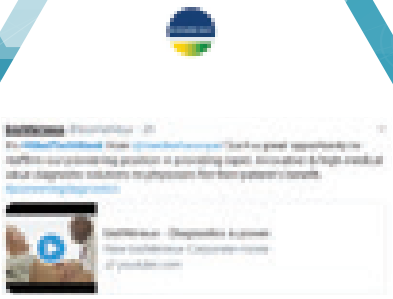
140,000
video views

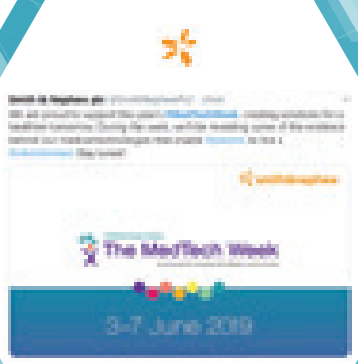
MedTech Week Twitter activities










The MedTech Week
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95% SMEs
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showcasing life changing technologies across Europe

Thank you for another successful edition!

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It encourages policies that help the medical technology industry meet Europe's growing healthcare needs and expectations.

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