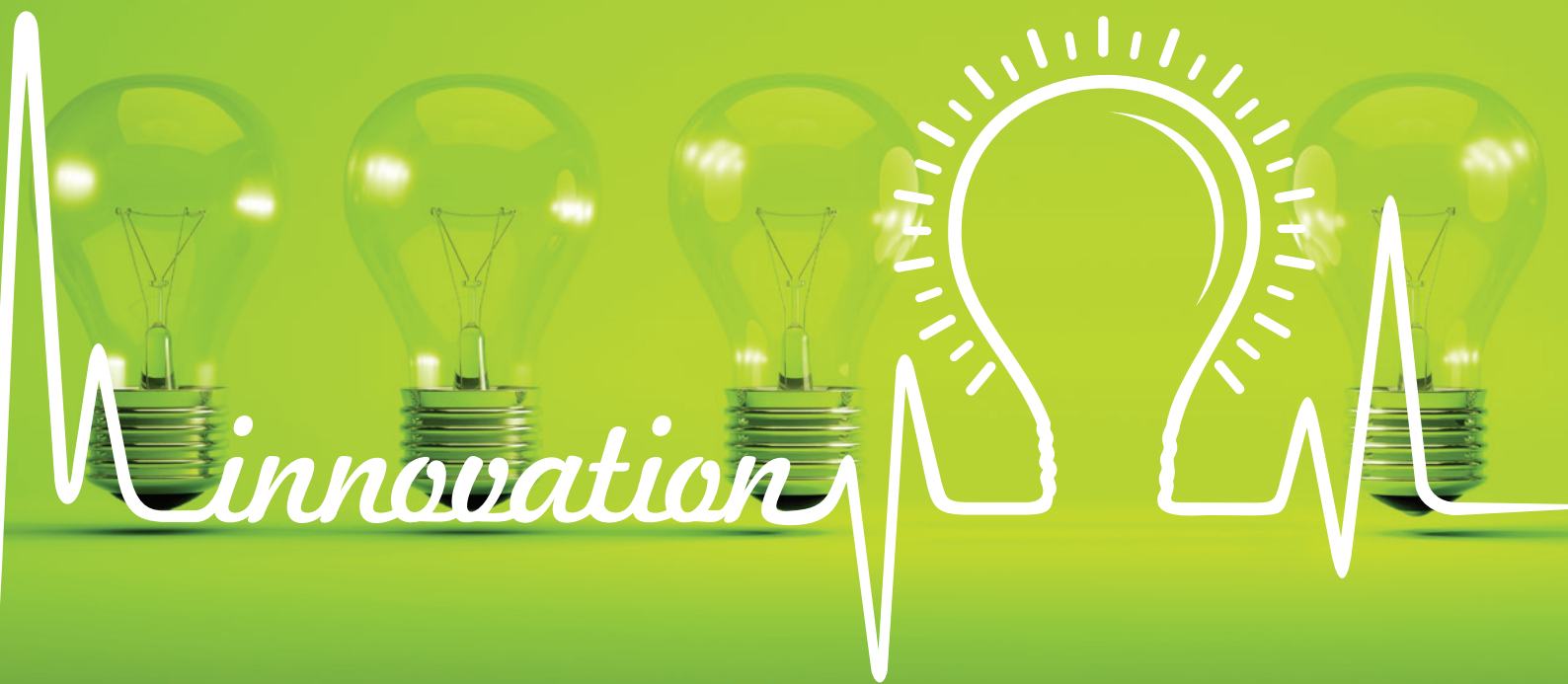


# MedTech Week

EUROPEAN MEDTECH WEEK MAGAZINE • VOL. 01 • 2015



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# European MedTech Week – a celebration of value

Last autumn, when we first discussed the idea of European MedTech Week, there were a few raised eyebrows. “Let’s do it,” I said. “And let’s do it in June!”



**Serge Bernasconi**  
Chief Executive Officer  
Medtech Europe,  
Eucomed, EDMA

**Two big questions came back in response: What would be the impact? Would there be enough enthusiasm to support this new endeavour?**

The answer, as you’ll see in the first edition of the European MedTech Week Magazine, is that the more we talk together about the healthcare problems we face, the clearer it is that medical technologies are part of the solution. That’s impact.

And was there sufficient enthusiasm to organise exciting events across Europe? Browse these pages and see for yourself...

I hope you’ll find that value is central to everything we do and is at the heart of the stories we share here. We strive to bring value to patients through early diagnosis, life-saving devices and smarter ways of delivering services – all of which improves people’s quality of life.

And we want to bring value to the healthcare system and society as a whole by making the system more efficient.

European MedTech Week (15-21 June 2015) is a key component of the medical technology industry’s ‘Value of MedTech’ initiative which seeks to illustrate how our dynamic sector is supporting the much-needed transformation of healthcare.

This was evident in the many events organised during the first European MedTech Week. From radio programmes, scientific conferences and press interviews to policy roundtables, patient testimonials and museum donations, a variety of exciting events took place across Europe and I would like to thank everyone that made these initiatives so successful.

The impact of European MedTech Week was also felt online where nearly 800,000 Twitter accounts were reached through [#medtechweek](#) conversations.

This is not a one-off. Building on this year’s engagement, members are already calling on us to gear up for the second European MedTech Week. So, watch this space - the second one will take place from 13-19 June 2016.

I hope this magazine will spark your curiosity about medical technologies and inspire you to find out more about us.

Happy reading!

**Serge Bernasconi**

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**CROATIA**

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# Follow that implant!

Belgium is the first country to introduce an implant traceability plan



Millions of implants are produced every year – hip implants, knee implants, breast implants. Even pacemakers and permanent artificial lenses are considered to be implants.

But if millions of people are walking around with medical technologies in their bodies, what happens when something goes wrong with one of the products?

For example, if a knee replacement is found not to be working correctly in some patients, doctors might want to check how other people with similar implants are doing.



**"I do not know of any other country that has gone so far in tracing implants. And as an industry, we are proud of it..."**

Richard van den Broeck, Director, UNAMEC

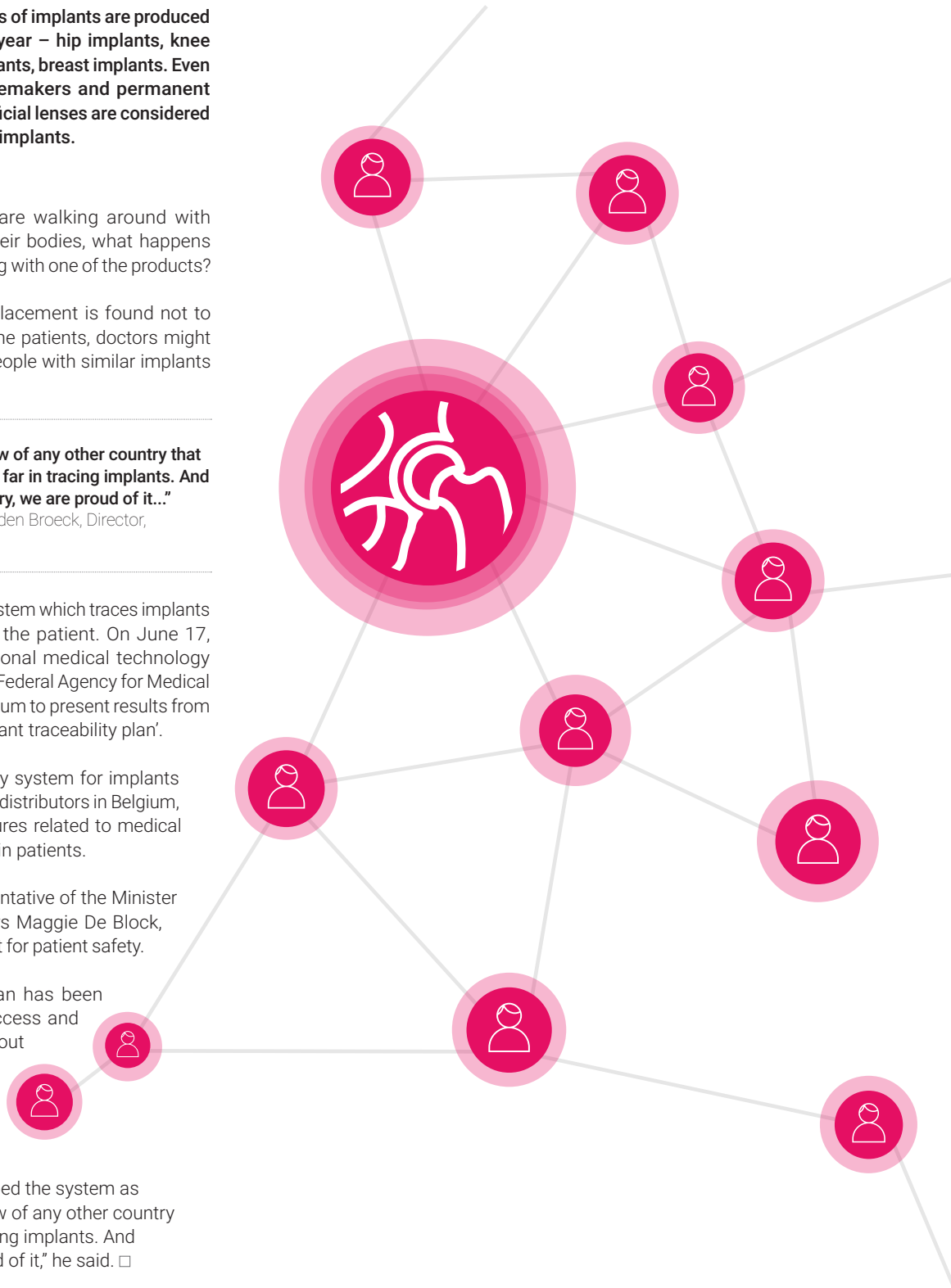
Belgium has introduced a system which traces implants from the manufacturer to the patient. On June 17, UNAMEC, the Belgian national medical technology association, joined with the Federal Agency for Medical and Health Products in Belgium to present results from the first phase of their 'implant traceability plan'.

This compulsory traceability system for implants identifies and notifies active distributors in Belgium, as well as medical procedures related to medical implants and devices used in patients.

Augustin Coppée, a representative of the Minister of Health and Social Affairs Maggie De Block, said the system is important for patient safety.

This first phase of the plan has been considered as a major success and phase 2 will involve rolling out the traceability system to all hospitals in Belgium in 2016.

Richard van den Broeck, Director, UNAMEC, described the system as "truly unique". "I do not know of any other country that has gone so far in tracing implants. And as an industry, we are proud of it," he said. □





## Croatia

SANDRA BRŠEC



'It's  
a wonderful  
life'

SANDRA BRŠEC FROM CROATIA SAYS HER LIFE IS BEAUTIFUL AND SATISFYING IN SPITE OF DIABETES



I am a mother of two boys, aged 8 and 4, and I work as a finance director in a company in Croatia. I'm currently completing a PhD in finance and in my free time I enjoy travelling, riding a motorcycle, skydiving and other sporting activities.

I also have diabetes. I was diagnosed with diabetes more than 11 years ago. Nobody in my family had diabetes so it was quite a shock and a major lifestyle change. Thankfully, both of my pregnancies were fine and without major complications despite having diabetes.

For me, diabetes was kind of a motivator to aim to achieve as much as possible and to try new things in life.

I'm Vice-President of the Croatian diabetes organisation, an umbrella organisation of local groups, and have been involved in a number of local diabetes projects. I'm also a board member of the International Diabetes Federation (IDF) Europe, based in Brussels.

It's interesting to see how the patient voice and the role of patient advocacy are growing. Patients are a key participant in expert panel discussions and roundtables. I remember when people did not want to hear our voice.

That has changed considerably: people now see that only patients have an insider view on their needs and without the patient voice there can be issues further down the line. □



## Denmark

# Steering clear of the next exit

**MedTech companies provide employment and contribute to exports but can we keep innovative start-ups in Europe as they mature into major job creators?**

The MedTech sector in Denmark makes a considerable contribution to the economy, according to Peter Huntley, Medicoindustrien Director. Writing in a well-known Danish newspaper on the 17th of June, Mr Huntley says MedTech exports are in excess of €10 billion – 7.6% of total Danish exports.

"Instead of Danish tax-funded research contributing to foreign growth we want to make foreign investment contribute to creating results around this research"

Peter Huntley, Director, Medicoindustrien



Like several of their European neighbours, the Danes have mastered the art of turning research into start-up businesses, helping these fledgling firms to grow and develop in their early years. But it's not all good news: "Then we hit a wall and what could have been the next major Danish company ends its days as a foreign knowledge-based company."

Mr Huntley's critique is that Denmark is failing to bring start-ups to the next level – just as they approach their full potential as job creators. In many cases, the founders struggle to expand their companies and, perhaps reluctantly, sell out to large multinationals.

If a Danish university spin-out company has been supported by public funding and incentives, it seems a shame to see the long-term benefits of this investment enjoyed by others.

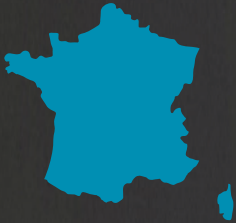
So how can European countries like Denmark discourage founders from heading for the exit? Mr Huntley says efforts to ease the financial burden on start-ups are well intended but do not address the problem of how to support the company when it is established and seeking to grow.



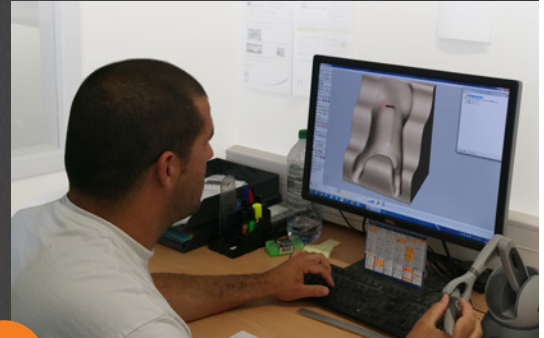
He calls for the creation of "strong public-private innovation environments" to attract investors.

"Instead of Danish tax-funded research contributing to foreign growth we want to make foreign investment contribute to creating results around this research," Mr Huntley writes. "The medical device industry is ready to take the dialogue about how we can speed up the process." □

# Race is on to develop new bionic leg



By 2018, people who lose a leg could wear a prosthesis that combines knee and ankle joints with sensors and Bluetooth technology



NATIONAL ASSOCIATION



COMPANY ACTIVITY

**Leg amputations can be necessary after traffic accidents, cancer and even due to injuries sustained in explosions. The impact on quality of life can be profound.**

To help people to walk again, prosthetic limbs are often fitted. It may sound like a scene from a sci-fi movie but cutting edge technology now makes it possible to move these limbs. And the companies behind this bionic revolution are striving to make their products even smarter.

Proteor, a French family-owned business based in Seurre, is developing a prototype that brings together the knee joint and ankle joint in a single unit. The firm is competing with a number of other companies to bring the product to patients by 2017 or 2018.

The bionic leg has an electronic base and is packed with software and sensors. It will allow patients to walk down steps "without thinking", says Philippe Guerit, CEO of Proteor.

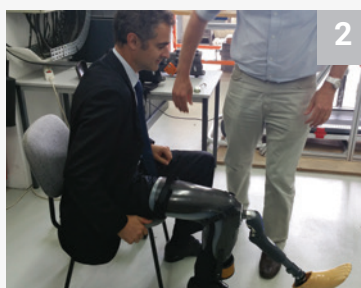
"The system is not connected to the brain. Thanks to its sensors, the leg will analyse whether it is on a slope or climbing stairs," he says.

The flexibility the new device will offer includes embedded sensors and Bluetooth connectivity, potentially making it of interest to military and army veterans, as well as other amputees, according to Proteor which has invested €4.5 million in commercialising the device.

The technology hit the headlines after SNITEM – the French medical devices trade association – organised for 12 journalists to visit Proteor on June 16. The event showcased how prosthetic technologies are changing people's lives today and the potential to go even further in the years ahead. □



1 / Proteor employees at work



2 / Journalist experiencing a limb prototype

# The sound of success

**Cochlear implants can restore hearing to people who thought they would never hear again. This 'medical miracle' was celebrated at a conference in France**



COMPANY ACTIVITY

Imagine your doctor flicked a switch and gave you back something you thought was lost forever: your hearing. Or think how it would feel to be introduced to a sense you had never known before: sound.

This is the incredible power of cochlear implants. The impact of these devices on the quality of life of patients – and on their families – is profound.

For children, in particular, loss of hearing at an early age can dramatically impair language development. Without a cochlear implant, an infant that loses their hearing may never speak.

It is no exaggeration to describe these technologies as life-changing. Some even call them a 'gift' or a 'miracle'.

The experts agree. At a 12th European Symposium on Pediatric Cochlear Implants in Toulouse, the pioneers of cochlear implants were recognised for their enormous contribution to healthcare.



It is no exaggeration to describe these technologies as life-changing. Some even call them a 'gift' or a 'miracle'

In the 1970s, Ingeborg Hochmair, Claude-Henri Chouard and Graeme Clark were the first scientists to implant multi-electrode devices in their respective home countries of Austria, France and Australia. Their work laid the foundation for a MedTech revolution.

Outlining the history of cochlear implants, Professor Bernard Fraysse, a leading expert



1

in the field, described the three trailblazers as "visionaries". "To develop medical innovations, one has to be brilliant, but even more importantly, determined," he said.

One of the recipients, Ingeborg Hochmair, has two reasons to celebrate. MED-EL, the company she founded with her husband at the Vienna University of Technology, hired its first employee a quarter of a century ago.

MED-EL has grown to become one of the leading hearing implant providers in the world. Today it is represented in over 100 countries, employs more than 1,500 people in 29 subsidiaries around the world and offers the widest range of implantable hearing solutions worldwide.

It is still a privately-owned family-run company. And it is still changing lives every single day. □







**1 /** Cochlear implants help deaf children to hear, enabling them to hear their voice

**2 /** Plenary at the 12th European Symposium on Pediatric Cochlear Implants

**3 /** Booth at the 12th European Symposium on Pediatric Cochlear Implants



2



3

HAYLEY



'The single greatest gift ever'

HAYLEY'S MOTHER TELLS HOW A COCHLEAR IMPLANT RESTORED HER DAUGHTER'S HEARING



Hayley was deafened due to meningitis, which was caused by an undiagnosed birth defect. I realised about ten days into the meningitis that Hayley wasn't responding to sound. We had a consult with Hayley's surgeon, and Hayley was implanted five days later.

We were amazed at Hayley's progress. Hayley was deafened at a very critical time in her speech and language development; she only had about 15 words before the onset of the meningitis.

It is only 2 ½ weeks after her first fitting and we cannot begin to tell you how thrilled we are with the progress she has made in this short amount of time. She responds to questions, and appears to hear and understand much of what I said.

To be able to have my daughter start to call me "Mommy" two months after she became deaf and two weeks after she had her initial stimulation was the single greatest gift ever.

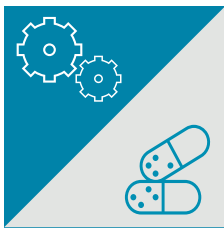
I think that as a parent, you have to give your child all opportunities available, whether they have special needs or are developing normally in all areas. We felt as parents that we owed it to Hayley to give her the ability to hear.

And I think that Hayley, if you can drag her away from singing and dancing to her Wiggles videos with her twin sister April long enough to ask her, would tell you exactly the same thing. □



# Protecting patients, preserving innovation

Experts and patients have their say on how best to revamp EU rules on medical technologies



...medical devices are not only different to medicines; there is also enormous diversity to be found in the thousands of medical technologies currently on the market.

European regulations on medical devices are at crossroads. In a week where all 28 EU Health Ministers gathered to discuss a draft new Regulation, experts and patients descended on University College London on June 16 and 17 to share their views.

The timely meeting was jointly hosted by the European Forum for Good Clinical Practice (EFGCP) and MedTech Europe as part of a series of events: A Roadmap for Medical Device Development in Europe.

The recent history of EU regulation on medicines is seen as a salutary lesson on why stakeholders should speak up now. Rules on clinical trials of medicines drawn up in 2001 caused serious problems for researchers, slowing the pace of medical progress in Europe.

At the heart of the conversation on the proposed new medical devices rules was the question of whether medicines and medical devices can be regulated in the same way.

In some respects, the high standards of good clinical practice must be followed in clinical studies of devices just as in trials of medicines. But medical devices are not only different to medicines; there is also enormous diversity to be found in the thousands of medical technologies currently on the market.

"We need to listen to, and understand, the similarities and differences between medicines and devices," said Ingrid Klingmann, Chair of the EFGCP. "We need to come together to discuss the best way forward. We have a lot of work ahead of us." □

O<sub>2</sub>

## Breathing new life into respiratory care

**Promising new technologies are a breath of fresh air for patients and doctors alike**

Everyone knows how it feels to be out of breath – the discomfort, the anxiety, the fear that your lungs will never again be filled with life-giving oxygen. For most people, this deeply unpleasant experience is rare and fleeting. But for people with serious lung conditions like asthma and Chronic Obstructive Pulmonary Disease (COPD), breathing problems are more common.

Medical technologies can help doctors to assess respiratory health, rescue people from acute asthma attacks, and support lung function.

Spirometers and pulse oximeter can help to diagnose lung problems while devices such as inhalers, nebulizers and liquid oxygen reservoirs improve the quality of life – and in some cases keep patients alive.

For health professionals who are members of the European Respiratory Society (ERS), these are the tools of the trade. And these tools are set to get even better. The next generation of respiratory technologies are smarter, connected and, in some cases, personalised.

The Society's ERS Presidential Summit in Brussels, 16-17 June – entitled Personalising Respiratory Care in Europe – was an ideal opportunity for MedTech Europe CEO Serge Bernasconi to highlight the value of medical technologies in respiratory care.

During a panel debate focusing on the promise of new technologies, he put the spotlight on the role devices play now and how patient-centric technological advances will deliver greater convenience and better outcomes for patients.

For example, by analysing data on how people with asthma use their inhalers, doctors will have valuable insights into the way patients manage their illness. This will inform treatment decisions and optimise patient care.

A number of participants noted that the revision of EU legislation on medical devices and diagnostics would shape how technologies are developed and used.

Patients, healthcare professionals and the MedTech industry agree that patient safety and access to medical innovation is essential to ensuring people with respiratory issues can breathe more easily. □

## Living in testing times

**International experts gathered in Oslo to discuss the value of companion diagnostics in modern healthcare**

Diagnostic information plays a vital role in making healthcare decisions. Health professionals can diagnose illness and select the best therapies for their patients based on their test results.

In an era with personalised medicine and companion diagnostics, we can provide information about individual patients' genetics which help to predict which treatments will work best for them.

Building evidence to demonstrate the value of diagnostics is essential if health systems are to embrace their full potential. Health Technology Assessment (HTA) is a fast-growing and influential area of research that generates information about the clinical and cost-effectiveness of health technologies.

A symposium hosted by Health Technology Assessment International (HTAi) on June 16, 2015, put the spotlight on how HTA can evaluate technologies that improve or change healthcare systems. The event heard from speakers from Europe, Australia and Canada, as well as from Victoria Wurcel, Manager HTA and Economic Policies at EDMA.

The pharmaceutical sector has frequently contributed to HTA discussions about medicines and companion diagnostics but the perspective of the diagnostic industry is now coming to the fore.

The European Diagnostics Manufacturers Association (EDMA) shared its views with symposium participants, including HTA agencies and decision makers. The value of HTA for in vitro diagnostics, the barriers faced is securing reimbursement, and ways forward to improve the access of patients to valuable IVD technologies were addressed.

The Oslo symposium helped to move diagnostics to the centre of the HTA conversation, positioning IVD manufacturers as a key player in the discussion. □

# Celebrating Independence Day

**Chronic diseases can cramp your style – but it doesn't have to be this way**



**People living with chronic illnesses can find it difficult to live full and active lives.** Some are embarrassed by their illness or by the medical devices that keep them healthy.

Take ostomy patients, for example. If you have a portion of your intestine removed, you may be left with a permanent opening in your abdomen from which waste flows. Will you be reluctant to go swimming?

Or if you require parenteral nutrition and are attached to tubes that deliver essential nutrients, perhaps a beach holiday is a source of embarrassment.

**“The campaign aims to strengthen the understanding of the lives of those affected and show the value of medical devices for independent living.”**

Dr Meinrad Lugan



These are issues that BVMed are hoping to tackle through a new photo campaign: ‘Body Pride’. The initiative shows patients embracing life in spite of chronic illnesses. Whether they are carrying an insulin pump or attached to a colostomy bag, patients can live full and busy lives.

Indeed, it is thanks to their medical devices that they are independent. Celebrating this independence is what the Body Pride campaign is all about.

“The campaign aims to strengthen the understanding of the lives of those affected and show the value of medical devices for independent living,” explained Dr Meinrad Lugan, Chair of the BVMed board.

Dr Lugan addressed 220 guests who attended the BVMed Summer Evening where politicians, business leaders, health professionals and the media gathered to talk healthcare and politics.



When it comes to health legislation, it is a hectic time in Germany. Lawmakers are working on hospital and insurance reforms, as well as new laws on e-Health and preventative health.

“There has probably never been so many legislative changes in the health system,” said Dr Lugan, adding that it is important to understand the “peculiarities” of medical devices when designing a legal framework for MedTech. □



PETER HELFRICH

**Life is beautiful**

PETER HELFRICH, AGED 20, SAYS PARENTERAL NUTRITION DOES NOT PREVENT HIM ENJOYING LIFE

# JEDER MENSCH IST EINZIGARTIG

EINIGEN HELFEN WIR, WIE ALLE ANDEREN ZU LEBEN

Peter Helfrich (20) und 1,5 Millionen andere Menschen in Deutschland sind auf künstliche Ernährung angewiesen. Moderne Medizintechnologien wie Infusionen unterstützen sie im selbstbestimmten Alltag. Erfahren Sie mehr: [www.bvmed.de/koerperstolz](http://www.bvmed.de/koerperstolz)



Since birth, my intestines haven't worked as they do in healthy people. They only absorb small quantities of nutrients. This malfunction leads to further extreme complications. I no longer have a large intestine. It was surgically removed when I was barely a year old.

As a baby, my mother was still nursing me and everything was fine. However, things took a turn for the worse once I should have been taking solid food. I would often vomit and had stomach pains. That is why I was often hospitalised.

For a long time they tried to feed me naturally. However, when I was three years old, only parenteral nutrition could improve my general condition. And it worked! Artificial nutrition made me better again. I need this to feed me nutrients and to compensate for my loss of fluids.

These days, I wear a backpack with a pouch containing the nutrient solution. I wear it when I'm receiving an infusion when I'm out and about.

Every day is normal for me. In the evening I insert the infusion and remove it in the morning. Then I feel like any other healthy person. I go swimming in summer, I hike and cycle. I can partake in sports normally.

I just need to watch that I don't overexert myself. I'm not quite as fit as others, but it doesn't really affect me. Overall, I would say that my quality-of-life is very good. I'm very happy that I can live as I do.

I am taking part in the Body Pride campaign because I want to reassure others; to show them that you can live well with such an illness and cope with your everyday life. □

# Sharing European knowhow

**High quality production – a prerequisite for high quality products.**



**People living with diabetes keep a close eye on their blood sugar levels.** To do this, they need user-friendly devices that give rapid and accurate blood glucose readings. Europe produces some of the world's best medical devices for diabetes patients.

Just ahead of European MedTech Week, a delegation from the Iraq Ministry of Health visited Germany to learn how glucose testing strips are produced, the quality standards set by European companies, and how MedTech works with health professionals and patients to improve the lives of people with diabetes.



The Iraqi delegation spent five days in Mannheim learning about Roche Diabetes Care. They visited the production site for glucose test strips and also met with experts at the Roche reference laboratory, which is certified by the Federal Republic of Germany and officially listed in the international database of the 'International Bureau of Weights and Measures (BIPM)'. These kind of reference labs are recognised as analytical centres of excellence and only a few exist worldwide for blood glucose measurement. The visitors experienced how traceability systems play an important role to ensure accuracy of glucose test strips.

The group further visited The Diabetes Center Bad Mergentheim to see the products in action. The facility is one of the top diabetes clinics in Germany and offers patients personalised diabetes care designed to control diabetes and reduce the risk of complications. Roche also supports research on diabetes technologies in the adjoining diabetes research institute.

The visit was covered in a local newspaper in Bad Mergentheim and shows the commitment of European companies to the highest standards of diabetes care – and their investment in the future. □



ELKE EDERER

## My diabetes is part of me

ELKE EDERER, AGED 32, CAME TO TERMS WITH DIABETES AS A TEENAGER – NOW SHE HELPS OTHERS DO THE SAME

[www.einfach-zucker.at/home](http://www.einfach-zucker.at/home)

[www.facebook.com/einfachzucker.at](https://www.facebook.com/einfachzucker.at)

# JEDER MENSCH IST EINZIGARTIG

EINIGEN HELFEN WIR, WIE ALLE ANDEREN ZU LEBEN

Elke Ederer (32) ist Diabetikerin und braucht regelmäßig Insulin – wie zwei Millionen Menschen in Deutschland. Moderne Insulinpumpen ermöglichen ihnen einen mobilen Alltag ohne Spritzen. Erfahren Sie mehr: [www.bvmed.de/koerperstolz](http://www.bvmed.de/koerperstolz)



I was 13 when I was diagnosed with Type 1 diabetes. I was very thirsty, always tired and found it difficult to concentrate. My parents took me to our family doctor and he performed a blood glucose test which showed a very high result.

Initially, diabetes was completely new to me. I simply didn't want to be ill and preferred to forget about the diagnosis. Gradually I began to take notice of what I was eating because a balanced diet and diabetes are inter-related.

I need insulin several times a day. I had to administer the insulin injections myself at 13; it was a huge undertaking. I carried two insulin pens at all times: I would administer the long-acting insulin morning and evening, and the rapid-acting insulin into my stomach or thigh at each meal.

Last year I received my insulin pump. The pump is very helpful in maintaining a regular daily routine. It simply provides insulin independently and releases it automatically.

The pump consists of a pod that contains the insulin, and, together with a small control unit, it delivers the insulin directly onto the skin. The pod is connected by radio and thereby regulates insulin delivery without a disruptive tubing system.

I stick the pod to my body, like a plaster. I mostly prefer to place it on the abdominal area, the upper arm or the thigh. A plastic cannula pierces the skin and delivers insulin at certain intervals throughout the day. This also provides for fewer blood glucose fluctuations.

Beforehand a doctor sets the correct amount of insulin for each patient individually. When you want to eat, you just need to adjust the setting on the control panel and additional insulin is delivered.

I've managed to incorporate it into my working routine well although I realise that my job may be demanding. As I can accurately set the daily administration of insulin. As it works fine now, I can face my working day without any problems.

In recent years the pump has become increasingly easy to use. In my opinion it has improved greatly and has vastly improved my day-to-day experience.

I've met many diabetics who were ashamed of their illness, and who hadn't wanted to talk about it. That is why I set up a website called Simply Sugar to help others think about how they dealt with their diagnosis.

I also signed up to an awareness campaign run by BVMED, the German medical devices association, to empower patients to be 'body proud'.

I've managed to accept the illness as a part of who I am. That's me; diabetes and the insulin pump are part and parcel of me! □

# Today's lesson: caring for kids with diabetes

'Teach the teachers' programme aims to improve support for school children



'Train-the-trainer' seminar for nursery school and school teachers on how to support children with Type 1 diabetes



**When a child is diagnosed with diabetes it has a major impact on the young individual but also on those around them.** Parents often play an active role in monitoring blood sugar and administering insulin. But what happens when the child is in kindergarten or school?

A new pilot programme rolled out across the German state of Rheinland-Pfalz is designed to train teachers in how to help children and adolescents living with diabetes.

By learning what to watch out for, how to act in emergency situations and how to use medical technologies, teachers should feel more comfortable and empowered to deal appropriately with the needs of the children.

The project was praised by the Minister for Health and Social Affairs and the Minister for Family Affairs of Rheinland-Pfalz at a press conference on June 15th. The pilot will run for two years and the results will be evaluated by the University Koblenz-Landau.

The state-wide training programme will be delivered by non-profit diabetes expert teams. It is supported by diabetes technology firms Bayer, Medtronic, Roche and Nintamed (representing Dexcom) as well as dedicated diabetologists and the health insurer AOK.

"I am delighted that we are all pulling together for this important project which is unique in Germany. Each year 150 to 180 children are diagnosed with Type 1 diabetes in Rheinland-Pfalz alone. It is important that we support these children and their families," said Minister Bätzing-Lichtenthäler. □

## 'As much normality as possible, as much support as necessary'

**Marlies Neese, President of the voluntary group 'Help children and adolescents with diabetes', discusses the value of educating educators**



By introducing this 'train-the-trainers' pilot project we hope to overcome the fears and barriers that children with diabetes face in schools and kindergartens. Teachers and kindergarten nurses are able to support the children adequately, so that they can take part in all day-to-day activities.

This makes life easier for everybody – the children, the teachers and the parents. The fact that the training seminars now have a uniform curriculum for the whole state allows for an easy exchange of information and experience between different schools and kindergartens. The diabetes expert teams who run the training sessions also offer a help hotline after the seminars where teachers can ask questions.

For the programme to succeed, one of the key factors is to motivate teachers and staff to make the extra effort to engage for the good of children that need extra attention. Our motto is 'As much normality as possible, as much support as necessary'.

Medical technology companies provide financial support for the seminars as well as technical training and information on the technologies that the children need to manage their condition. Through their engagement, companies can gain a lot of feedback on how to further support children living with diabetes and their families. □





# MedTech moves centre stage

Medical technologies are often under the radar but during MedTech Week, Greek journalists put MedTech in the spotlight



...The envelope and stamp was created for the Med Tech Week 2015 and it was given as a 'memorabilia' to the journalists that attended the Media Lunch that was organised during the MedTech Week.



**Not as well-known as its big-name pharmaceutical cousins or as cool as the software kids and the social media giants, the MedTech sector is under-appreciated by the media.**

But fill a room with 35 health journalists and that can change very quickly. This is precisely what happened on June 16th when SEIV, the Greek Association for the Health, Research and Biotech industry, hosted a press lunch to highlight the importance of MedTech for patients and health system sustainability.

The diversity and number of products and services on offer, as well as the complexity of the science and engineering behind these Medtech solutions, can make it challenging for the media to cover.



But once you open the door to journalists, they are hungry for information and come armed with plenty of questions. Participants were impressed by the power of MedTech to accelerate patient recovery – helping them to return to work more quickly – and by the fact that a MedTech patent is filed in Europe every 38 minutes.

Given the current economic situation in Greece, the journalists also wanted to know how companies are managing under such challenging circumstances; whether Greece has indigenous manufacturers; and what the status of outstanding debts owed by the Greek government and hospitals to SEIV members is.

MedTech Week inspired the industry to step into the limelight and prompted a flurry of interviews, radio reports and print articles after the press lunch. □



# Goodwill radiates from x-ray tube donation

A collection of antique x-ray tubes donated to a new Museum of Medicine at the University of Crete tells a story of MedTech innovation

Gerry Livadas has been collecting antique x-ray tubes for the last 20 years hoping that they would one day go on public display. Greece has no Museum of Radiology – nor any official medical museum despite several universities and hospitals holding small collections.

But when a radiologist opened a new Museum of Medicine at the University of Crete Medical School, the collection found a worthy home.

My collection is comprised of around 50 x-ray tubes, most of them from the time of Roentgen, some x-ray machines which are close to 100 years old...

Gerry Livadas, SEIV, General Secretary



Gerry, whose day job is as General Secretary of SEIV, gifted his impressive cache to the museum so that it could be enjoyed by the public.

"My collection is comprised of around 50 x-ray tubes, most of them from the time of Roentgen, some x-ray machines which are close to 100 years old, and a number of other items such as rare radiology medals, stamps and memorabilia," he explains.

Prior to Gerry's donation, the museum's x-ray collection included one tube and one x-ray machine from the 1940s. Officials were delighted with the offer and have already started working on an exhibition.

Medical technology is often synonymous with cutting-edge innovation and modern medicine so it might seem surprising to celebrate antiques during MedTech Week. But the collection of x-ray tubes tells its own tale.

"The invention of x-rays are considered one of the greatest leaps in the history of medicine and indeed a turning point that saw medicine enter the realms of technology," explains Gerry.

Today, x-rays remain in regular use. Not only do they diagnose broken bones, arthritis and tuberculosis but x-ray tubes are found in CAT scanners which can take cross-sectional images of the body.

X-rays have come a long way since the birth of the field in the late 19th century. This is a timely reminder that innovation has been a constant character in Europe's Medtech story. □

## Hungary



KLÁRA ZALATNAI

### New hip, new you

KLÁRA ZALATNAI SHARES HER EXPERIENCE WITH OSTEOPOROSIS AND EXPLAINS HOW HIP REPLACEMENT CAN BOOST QUALITY OF LIFE



If there was one thing I would ask of the government it would be to further shorten the waiting list for hip replacement. If I could ask something of the industry it would be to raise awareness of early access to hip replacement surgery. This would significantly improve patients' quality of life.

People with arthritis of the hip have significant pain and limitations in their movements. Hip replacement surgery effectively relieves both back and hip pain. It also can help restore function to both joints.

Orthopaedic surgeons replace the existing joint surfaces with artificial joint prostheses. These prostheses, or prosthetic components, must complement the patient's natural bone structure. How this adhesion is achieved depends on the type of prosthesis used.

Before a hip replacement a surgeon talks to the patient and decides whether to use a cemented prostheses, a cement-less prostheses or a combination of the two.

The type of component(s) used may depend on the patient's physiology, the type of surgery being done, and the surgeon's preference. In this respect, methods and techniques are constantly evolving.

After this kind of surgery, rehabilitation is extremely important, including regular exercise. I have been involved in classes to educate patients about what to expect before, during and after surgery. This is an approach others might be interested in exploring. □



# MedTech on the airwaves



From pregnancy scans to cochlear implants, and from knee replacements to asthma apps, Irish radio listeners tune in to the value of MedTech



Over 80% of people in Ireland listen to the radio, with the average listener tuning in for four hours a day.

During European MedTech Week, the audience of popular evening talk show The Last Word heard about several ways that medical technology can improve and save lives.

**Top media Tweet** earned 1,503 impressions

**#Medtech** isn't just in the **#lab** or **#manufacturing** plant it's in **#popculture** **#IronMan** **#Avengers** **#MadMax** **#MedTechWeek**  
[pic.twitter.com/OzapCBXQYQ](https://pic.twitter.com/OzapCBXQYQ)



1 6 4

This was thanks to a radio campaign run by the Irish Medical Devices Association (IMDA) which aired from 15th to the 29th of June on Today FM, a national radio station.

The show ran several short and snappy explanations of how minimally-invasive surgery can get people back on their feet after knee operations and how early diagnosis gives cancer patients a better chance of survival.

Respected broadcaster and journalist Matt Cooper, the popular host of The Last Word, also interviewed doctors about medical technology, providing listeners with detailed insights into the value of diagnostics and devices in people's lives.

The on-air conversation continued online too. MedTech Week generated considerable activity on Twitter with universities, companies and journalists all using the **#MedTechWeek tag**. □



**Modern high-tech implants** are now helping deaf children to hear, enabling them to hear the voices of their parents and siblings and to learn alongside other children

**New technology employed in modern knee surgery** means you're fit to leave hospital in just a few days and get on with your life



– whether it's playing for the local sports club or just walking the dog



**Medical technologies, including apps for your tablet or mobile**, now offer you the tools to take control of asthma and diabetes and other chronic conditions – and all the while family a better quality of life

**With 70,000 babies born in Ireland in the past year**, medical technology such as ultrasounds has allowed parents a thrilling first glimpse of their baby –



or a chance to hear the child's heartbeat for the very first time...

**Medical technology can enable** doctors to make early diagnosis of diseases such as cancer – or drastically reduce recovery time by employing less invasive surgery techniques... In short, you can get back to work, or whatever else you want to do, much sooner...





# Innovation for life

'Spending is an investment for sustainable health,' says Senator Rizzotti

**Dramatic increases in life expectancy and quality of life in recent decades have been driven by investment in research which has delivered new technologies, medicines and ways of organising health services. In short, we've made smarter use of scarce resources.**

Yet Europe faces unprecedented pressure as the population ages. While the public often takes medical innovation for granted, the engine of progress in healthcare will burn out unless it is fuelled by new ideas which are valued by society.

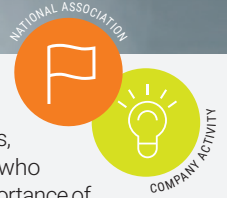
To help communicate this message, Assobiomedica organised the 'Innovation for Life Tour' to promote biomedical excellence in Italy. Journalists, politicians and industry representatives took a four-day tour of

MedTech production facilities in Italy. In particular, on 19 June, they visited Sorin's production site of heart surgery devices in Saluggia, where they could experience high innovative technologies on the field. The visit was followed by a workshop on the value of innovation.

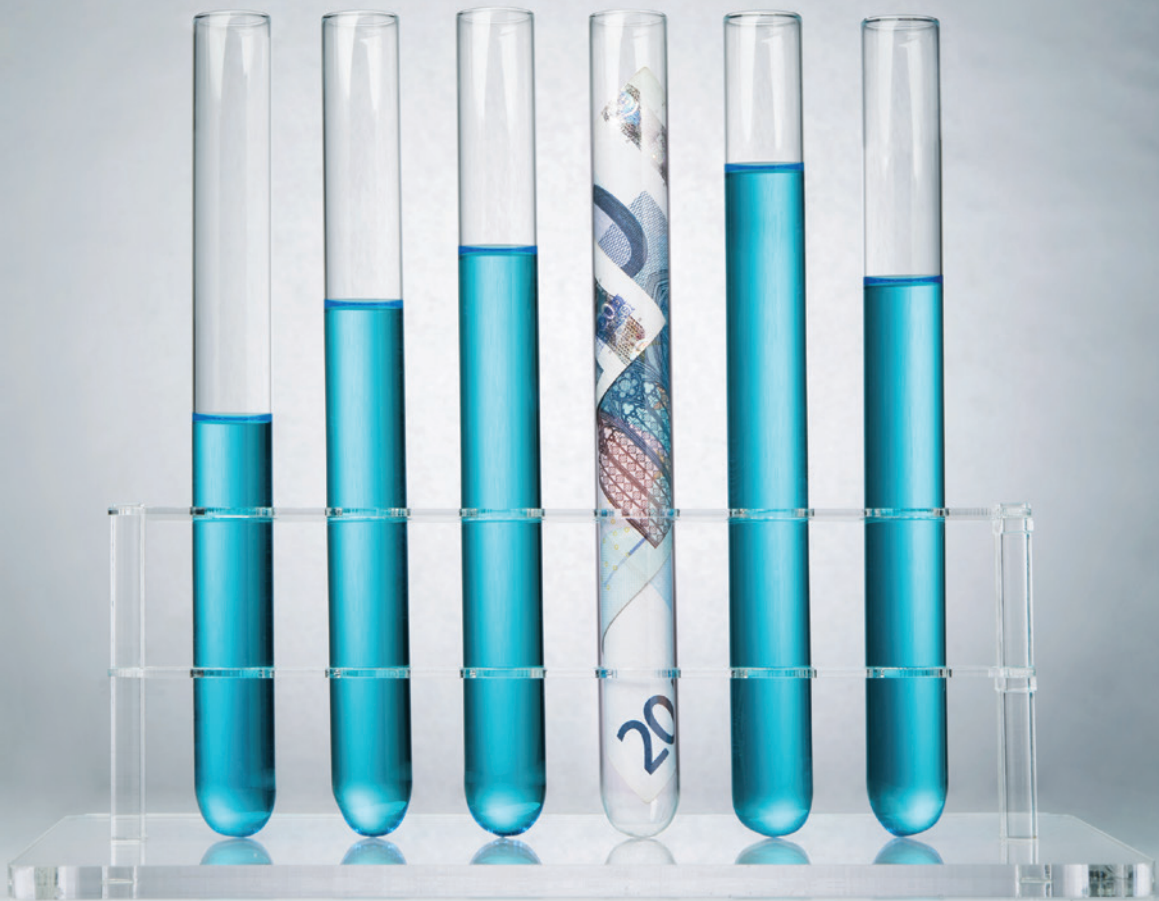
"Research and innovation (R&I) give impetus to healthcare," said Maria Rizzotti, a senator and trained surgeon. "Spending is an investment for sustainable health."

This was echoed by Giuseppina De Santis, an Italian politician, who acknowledged the importance of investment in technology. "The failure to invest in healthcare is the depletion of tomorrow," she said.

The roundtable discussion was widely covered in the Italian national and local media where the focus was on the strong investment in R&I by innovative MedTech firms. □



Journalists and politicians visiting Sorin's facility



# MedTech meet 'n' greet

During European MedTech Week, Portuguese politicians and journalists had a date with devices



Not everyone is familiar with the diverse range of medical technologies currently available. That is why Apormed decided it was time to introduce people to some MedTech products.

First up were politicians. An exhibition of medical devices at the Portuguese parliament significantly gave policymakers a chance to get up close and personal with the latest technologies, helping increase their familiarity with the sector.



In a separate initiative, Apormed recorded a one-minute radio slot which was heard by 667,353 people over five days.

Politicians described the exhibition as useful for their understanding of the devices market.

Meanwhile, journalists were given the opportunity to tour two MedTech company sites. Baxter opened the doors of its warehouse in order to show the good practice in terms of logistics and distribution.

Alcon invited journalists into their wet lab where they could see the innovative training centre for surgeons.

The media blitz worked. After these initiatives Apormed was invited to take part in a televised discussion about healthcare.

And it wasn't just TV where MedTech was making an impact. In a separate initiative, Apormed recorded a one-minute radio slot which was heard by 667,353 people over five days.

By the end of the week, people in Portugal had gotten to know MedTech like never before. We heard a second date is on the cards. □



# A breath of fresh air



1



3

- 1 / Alcon's employee explaining the wet lab to journalists
- 2 / Exhibition at the Portuguese Parliament
- 3 / Baxter's employee explaining the functioning of the warehouse



ISABEL SARAIVA

ISABEL SARAIVA HAS BEEN AFFECTED BY CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) SINCE 2006



PATIENT STORY

My name is Isabel. I'm Portuguese and an ex-smoker. I quit smoking in April 2006 when I was diagnosed with Chronic Obstructive Pulmonary Disease, a progressive respiratory disease which makes breathing difficult.

I was lucky enough to have been diagnosed without delay. My COPD is under control and I have a full, rewarding life.

But I'm sure that without several categories of medical devices, my life would be completely different: breathless, dependent, and depressed without proper diagnostics and treatment.

As a COPD patient, monitoring of my condition is mandatory at least twice a year. Sophisticated x-ray, CT-scan and spirometry machines are needed to evaluate the disease progression.

In addition, inhalers help to deliver medicines to my lungs and humble syringes are needed to take blood in order to evaluate the level of oxygen in my body.

Medical devices are always there for me, and each and every one of them is important for my wellbeing. They provide valuable and accurate information about my health and my condition to my doctor and to me. They help to calibrate my treatment and they make my life safer and predictable. □

# Advancing healthcare starts in the lab

**It's one of the most common phrases you hear from your doctor:  
"I just want to run a few tests."**

Laboratory tests are among the most important and common aspects of modern medicine. The majority of healthcare decisions are derived from clinical laboratory tests. Such tests provide doctors with the information for decisions from diagnosis through therapy and prognosis. For example blood tests help doctors check for certain diseases and conditions. They also help check the function of your organs and show how well treatments are working.

As the world's leader in blood-based diagnostics, or haematology – and one of the top 10 in-vitro diagnostics companies around the world, Sysmex is key player in the field of laboratory medicine. Their tests cover disease areas such as cancer, HIV, AIDs, TB, and malaria, amongst many others.



The majority of healthcare decisions are derived from clinical laboratory tests

So when one of the largest conferences on laboratory medicine took place in June in Paris, Sysmex was in good company. EuroMedLab Paris 2015 featured the most up-to-date topics in the expanding field of laboratory medicine and brought together an array of leading international speakers, key stakeholders and opinion-leaders. Sysmex was well-represented, with a conference booth throughout the week promoting the theme, 'Changing Perspectives'. The company showcased innovative solutions taking place in the lab and experts were on hand to discuss the latest developments with participants. Sysmex representatives also gave two expert lectures, including on managing infection and the latest in screening and diagnostic prospects.

Sysmex experts also presented in Berlin in June, active in discussions on personalised medicine, particularly in the oncology area. A promising area, Sysmex representatives discussed current

developments and what's planned for the future, and the potential cost repercussions.

As a world leader in diagnostic manufacturing, Sysmex is aware of its role in ensuring a sustainable future for the environment. In June, Sysmex re-stated its commitment to making its activities greener, with well thought-through environmental activities.

The internationally operating company has committed itself to continuous improvement in sustainability practices far beyond the necessary legal requirements.

"If there were mountains in Norderstedt, they'd be moving" jokes President and CEO Dr. Jürgen Schulze. He explains the company's well thought-through environmental activities, saying "From the high-tech solar ice system at our production plant to a new e-learning on sustainability for employees, we're doing everything we can think of to increase our efforts".

With a number of specific measures implemented at the corporate level, Sysmex Europe has demonstrated that it means business. There is a full-time staff person who is responsible solely for health and safety issues – going well beyond legal obligations for companies in Germany.

Every member of the Sysmex Europe staff is also encouraged to save water and energy, reduce waste and re-use equipment and resources, as well as to communicate their ideas to the management.

The success of the on-going efforts is clear and measurable. One premiered employee suggestion led to the installation of solar panels on the roof of the production facilities in 2010 which now turn out about 15% of its energy requirements. And the state-of-the art solar ice system, built in 2015, provides approximately 70% of the energy needed to heat the plant in winter and cool it in summer. □





# HOPE

## Not too late for early diagnosis

**Prevention and early diagnosis can contribute to the more efficient use of resources**

**F**ew would disagree with the old truism that says 'prevention is better than cure', yet just 3% of healthcare resources in Europe are dedicated to prevention. The majority of funding is allocated to managing illness.

Diet and exercise are the key to staying healthy but prompt and accurate diagnosis also has a crucial role in the prevention of costly complications of disease. Identifying problems early can significantly reduce the risk of serious illness or death.

Health First Europe, a non-profit, non-commercial alliance of patients, healthcare workers, academics and healthcare experts and the medical technology industry, is working to put prevention and early diagnosis on the map.



The alliance conducted a series of video interviews with healthcare thought leaders focusing on areas such as early diagnosis and screening, re-allocation of resources, preventative medicine, and patient advocacy. The videos delivered a number of insights into the value of diagnostics in improving health outcomes.

Roberto Bertolini, Chief Scientist and Representative to the European Union, WHO, said more should be done to promote the value of prevention to the public: "Prevention and early diagnosis can contribute to the more efficient use of resources is a message that needs to be conveyed."

According to Michael Huebel, Head of Unit, DG Santé C1, European Commission, prevention must be embedded in all aspects of the healthcare system. "Medicine has traditionally focused on the cure, prevention is not just overlooked by budgets, but also by public consciousness, healthcare professional education, and so on," he said.

For Sirpa Pietikainen, a Member of the European Parliament representing Finland, prevention is "a necessary investment – much like education".

The HFE-produced videos serve as a kick-off to a series of activities examining the empowerment of patients in the context of secondary prevention of disease, particularly considering the role of early diagnosis and screening initiatives. □



# Incontinence: breaking the taboo

**Around one in four adults can suffer from bladder problems, with women more likely to be affected than men, yet nobody wants to talk about it**

**M**illions of Europeans suffer with incontinence in silence. The risk of incontinence rises for people with diabetes, chronic cough and obesity, and often has a deep impact on quality of life.

Sufferers may experience low self-esteem and depression. They are often nervous about long journeys, public events or stressful situations. Incontinence is a serious and life-changing condition.

While most people have become comfortable discussing health issues with friends, bladder problems remain a source of embarrassment that most would prefer not to confront.

But ignoring the problem will not make it go away. In an effort to break the taboo, World Continence Week, held just days after European MedTech Week, inspired events to raise awareness among the public and healthcare professionals.

In the Czech Republic, for example, 18 journalists attended an event at which an urologist, an urogynaecologist, a geriatrician and a physiotherapist explained the causes of incontinence and how it can be managed. An information stand in a shopping centre gave members of the public an opportunity to learn more about the condition from urology nurses.

A press conference was also held in neighbouring Slovakia and information stands were placed in five cities and six hospitals to raise awareness.

Meanwhile, in Italy, incontinence was discussed in the House of Representatives in the context of forthcoming disability legislation. The government is set to establish a forum on incontinence which will include policymakers, doctors and patient representatives.

By discussing incontinence more openly, those affected may learn that they are not alone and that there is help available in the form of innovative products that can help restore quality of life. □



# Simple solutions in hard times

Even when money is tight, ensuring round-the-clock access to medical technologies can help to make hospitals more efficient

With European health systems under ongoing pressure to find efficiencies, medical technologies offer a route to making the best use of scarce resources. For example, medical imaging can deliver prompt diagnoses, while minimally-invasive surgery offers shorter recovery times – but this message is often lost on the public.

Dr Vladimír Micieta, chairman of the Slovak Association of Medical Device Suppliers (SKMED), made the case for spending on medical technologies and healthcare infrastructure during a MedTech Week media blitz.

Speaking on the RTVS Slovak Radio evening news, Dr Micieta said patients in Slovakia have good access to modern technologies but that even better use could be made of devices and diagnostic equipment.

“We need to use technologies, such as imaging devices, more efficiently,” he said. “These devices should be used not just during the day but in the evenings and at night. Patients cannot wait more than a week for an examination.”

He said this would improve patient satisfaction and facilitate prompt medical or surgical intervention where necessary.

In a separate appearance on Slovak Radio’s ‘Health Club’ programme, Dr Micieta said people are not aware of the value of medical technology in improving lives.

Speaking on the same show, Dr Robert Illes of the Comenius University Faculty of Medicine and University Hospital in Bratislava, emphasised the importance of bouncing back quickly from ill-health and spoke of how minimally-invasive surgery can help.

“These days we all need to make money, take care of our family and cannot afford to lose time recovering. Modern surgical technologies reduce recovery times because there is no need for large incisions,” he said. “Patients can get back to their lives – back to normal – much sooner.”

In another radio segment during MedTech Week, a leading specialist in treating children with orthopaedic conditions explained the significant progress that has been made in paediatric care in recent years, largely facilitated by technological advances.

The series of radio slots helped to deepen public understanding of MedTech – and the importance of investing in technologies that give health systems better bang for their buck. □

# Can MedTech beat superbugs?



The threat posed by antimicrobial resistance (AMR) has hit the headlines in Slovenia but access to rapid and accurate diagnosis can help.

The only thing worse than catching an infectious disease is finding out it is caused by an antibiotic-resistant superbug.

Hard-to-treat infections like multi-drug resistant tuberculosis (MDR-TB) and methicillin-resistant staphylococcus aureus (MRSA) are a growing concern. Unnecessary use of antibiotics is partly responsible for the superbug crisis so curbing their excessive use is essential.

Prompt diagnosis can help in a couple of ways. For a start, if tests show that a patient has a viral infection then doctors know that prescribing antibiotics is pointless.

When it comes to beating MDR-TB, innovative diagnostics could soon be able to tell health professionals which type of TB is making their patient sick. From there, they can swiftly figure out which antibiotic to use.

Instead of wasting time and resources with ‘trial and error’, doctors can pick the right weapon to attack the strain of TB they need to defeat. Better for patients, better for the healthcare system.

These issues are a hot topic in Slovenia where the media have put the spotlight on antibiotic resistance. During Europe MedTech Week, the Slovenian IVDs Association (SIEDMA) and its sister Medical Devices Association (SLO-MED) highlighted the role of MedTech in combating antimicrobial resistance.

Dost

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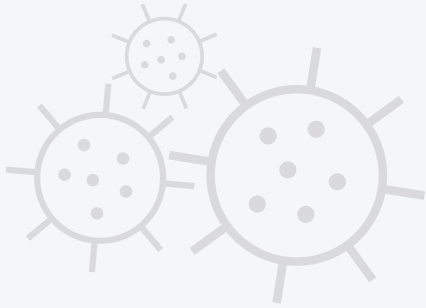
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Slovenska medres  
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MRSA v Sloveniji s

»Antibiotiki vse ma  
zapisala v uradni iz

Pred Evropo je še de  
kterijskih okužb ter  
evropski ravni.

V sodelovanju z



## Prostost, ne presežek – pri pristopih k bolnikovi varnosti

...a se vse več pozornosti namenja varnosti. Tehnološki razvoj namreč odpira nove možnosti za izboljšave, s katerimi lahko rešimo številne probleme in povečamo vzdržnost zdravstvenih sistemov. Na drugi strani pa je nove nevarnosti in večje tvevanje prinesla povečana odpornost proti bakterijam, ne samo zaradi razvoja okužbe, ampak tudi zaradi uporabe zdravilja z obstoječimi antibiotiki.

Proti antibiotikom – od tuberkuloze, ki je še vedno velika težava, do okužbe z bakterijo Staphylococcus aureus, odporno na meticilin – evropske zdravstvene agencije ocenjujejo, da povzroči vsako leto 1.5 milijarde evrov letno, povzroči okužb in 25.000 smrti pacientov. Evropski parlament v svojem uvodnem poročilu o varnosti zdravstva opozoril na vedno večjo nevarnost, ki jo predstavljajo protimikrobni antibiotiki, ki so v uporabi za zdravljenje ljudi, v veterinarski medicini in v kmetijski proizvodnji. Ti ukrepi temeljijo na dostopnosti zdravil, ki jih zagotavljajo države članice, ne pa na uporabi antibiotikov.



Evropska Eurobarometra o protimikrobni odpornosti je pokazala, da so antibiotiki pri 31 odstotkih Evropejcev v uporabi, ko jih jemljejo ob prehladu in gripi, ne učinkoviti pri bakterijski okužbi. Takšna prevelika uporaba, pogosto na zahtevo pacientov, je pripomogla k zvečani protimikrobni odpornosti pri zdravljenju okužb, vključno z MRSA, ki lahko med drugim povzroči tudi sepso in smrt.

Evropski parlament v svojem uvodnem poročilu o varnosti zdravstva opozoril na vedno večjo nevarnost, ki jo predstavljajo protimikrobni antibiotiki, ki so v uporabi za zdravljenje ljudi, v veterinarski medicini in v kmetijski proizvodnji. Ti ukrepi temeljijo na dostopnosti zdravil, ki jih zagotavljajo države članice, ne pa na uporabi antibiotikov.

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In an article published by Slovenia's most popular newspaper, Medicina danes, the industry explained the enormous personal and economic toll that infections can have.

The article called for a firm response to AMR at national and European level: "Actions enhancing access to innovative medical technology for rapid and accurate diagnosis of bacterial infections and proper patient treatment including truly targeted use of antibiotics are high on the agenda." □



EVA KNUPLEZ

## 'No access to new MedTech'

EVA KNUPLEZ TALKS ABOUT INNOVATIVE DIABETES TECHNOLOGIES



I was diagnosed with Type 1 diabetes four years ago. During this time, a lot of new blood glucose metres have become available. These devices are more precise, they work faster, and they require less blood for measurement.

There are also regular improvements in insulin pump technology, such as the 'closed-loop' system, which prevent some hypoglycaemic events.

Sadly, none of these improvements were helpful to me because our insurance only covers the fee for a new insulin pump after eight years of use. In the end it can be quite frustrating to hear about new technology in the media or from other sources and not be able to afford it as soon as it is launched.

My wish would be for equal rights and opportunities for people of all ages, to be able to access the necessary medication and the best medical devices for their individual needs. Only then can we say that we have done everything in our power to help them tackle the disease and live a normal life.

I have been involved in many public health campaigns about diabetes and living a healthy lifestyle. In my opinion, the most interesting initiative in Slovenia is the annual competition testing your knowledge of diabetes. This is organised in primary schools all around the country.

The competition offers children an insight into the disease and helps increase awareness, avoid confusion and misinformation and reduce some of the stigma connected with it. □



# Quality MedTech boosts quality of life

Spain celebrates 25 years of top quality medical technologies



Regulation and standardisation may sound dull to some, but Spain's continued commitment to international standards has ensured patients have access to exciting and life-changing medical technologies.

Most of us take quality for granted but behind this sense of security are detailed, sometimes complex, global rules for developing and manufacturing MedTech products. Those with expertise in this field are the unsung heroes of medical innovation, working in the background to balance patient safety with access to groundbreaking technology.

On June 18th, FENIN invited professionals from industry, academia, national authorities and government to come together to mark the 25th anniversary of Spain's commitment to MedTech regulation and standardisation.

At a working lunch during European MedTech Week, attendees – many of whom had contributed to international standardisation committees – reflected on the contribution of those who wrote and reviewed standards for medical devices, helping Spain to comply with EU directives and meet international norms.

Medical technology has come a long way over the past quarter of a century and regulation is evolving too. New EU regulations on medical devices and diagnostics are on the horizon.

"Regulatory changes at European level will impact the industry, healthcare systems, professionals and patients," said Maria Alaez, Fenin Technical Director, "We hope that the focus remains on guaranteeing access to quality therapies, products and services." □



"Regulatory changes at European level will impact the industry, healthcare systems, professionals and patients..."  
Maria Alaez

25  
YEARS

# Diagnostics deliver results

Speed and accuracy – crucial values of diagnostic testing



..the value of diagnostic technologies is not always clear to the public. That is why FENIN assembled a Communication Working Group on In Vitro Diagnostics.



**In-vitro diagnostics (IVDs) play an important role in our lives – even before we are born.** Pregnancy tests are quick and easy-to-use at home; newborn babies are checked for a range of genetic predispositions in their first days of life; and our doctors order various blood or other tests throughout our life to check our health status or find the cause of ill-health.

These tests allow doctors to make the right decisions for treatment and also help us to be proactive in protecting our own wellbeing. Whether we resolve to take more exercise after a cholesterol test or we regularly use glucose monitors to keep tabs on diabetes, diagnostic tools and tests support healthy behaviours.

For diseases such as cancer, early diagnosis has been shown to lead to better outcomes for patients. They give doctors an opportunity to intervene more effectively – before a disease progresses. This can also help to ensure that healthcare budgets are spent wisely.



As Europe's population ages and the focus shifts towards preventative health, the role of IVDs in monitoring health status and facilitating early intervention is rising to the fore.

Yet the value of diagnostic technologies is not always clear to the public. That is why FENIN assembled a Communication Working Group on In Vitro Diagnostics.

During MedTech Week, the group brought together industry experts to discuss the value of IVDs in improving the quality of healthcare received by patients, as well as boosting the efficiency of the health system.

Participants concluded that a study to analyse the cost-effectiveness of diagnostics tests would help to demonstrate the value of the IVD industry and their contribution to the health system. Before taking a decision on proceeding with this study, the IVD sector will analyse the scope, budget, methodology and timelines that should be followed. □

# Academia and industry – partners in progress

University, hospitals and companies are working together to address unmet clinical need

The scale of challenges facing modern healthcare requires collaboration between academic researchers, practicing clinicians and innovative MedTech companies.

The Madrid-MIT M+Visión Consortium, a partnership of leaders in science, medicine, engineering, business and the public sector, founded by the regional government of Madrid and the Massachusetts Institute of Technology (MIT), is working to bridge the gaps between stakeholders working at the intersection of healthcare and technology. It seeks to catalyse change in the health technology innovation ecosystem.

FENIN, the voice of the Spanish MedTech industry, hosted an exhibition on June 19th at which 30 participants from industry, academia and the investment community reviewed so-called catalyst projects developed by the Consortium. The projects are designed to meet the healthcare needs of society and demonstrate a real potential for healthcare impact.

The objective of the Poster Showcase was to attract industry interest in the projects so they can be developed further. The event also showed the level of innovation happening inside hospitals in response to unmet clinical needs and to improve healthcare delivery through technology.

Dr Martha Grey, Director, Division of Health Sciences and Technology at MIT, stressed the importance of bringing people with diverse live-cycle expertise together, such as businesspeople, healthcare professionals, public leaders and academic researchers, to discuss and accelerate needed solutions. She said that developing health technologies – and bringing them to market – is challenging but necessary.

“It is costly, risky and takes a long time to develop new technology and make it available to patients in a practical way,” she said. “Through these meetings, we want to attract industry interest in order to help us to continue developing new solutions and products.”

In 2014 the M+Visión Consortium won the ‘Fundación Tecnología y Salud Prize’ for its contributions to healthcare and economic development. □

**For more information on M+Vision Consortium visit this link:**

<http://mvisionconsortium.org/catalyst-projects>



1



2

1 / The M+Vision Consortium hosted several innovative projects aiming at attracting industry to develop them further

2 / Visitors exchanging views at the M+Vision Consortium

# Are we ready for an e-Health revolution?

## Entrepreneurs are marrying e-health ideas with investment to improve patient care

**Bringing new e-health technologies to patients has the potential to improve outcomes and make healthcare systems more efficient.** From telemedicine and remote

monitoring to electronic health records and mobile health apps, digital technologies are making healthcare more patient-centric and decentralised. This can empower patients and positively change how services are delivered.

While the e-health industry is growing fast, it is still in its infancy and requires the support for entrepreneurs committed to changing healthcare. This prompted FENIN, the Spanish MedTech industry association, to host the first e-Health Entrepreneur Forum in Barcelona on June 18th.

The event was organised with the Spanish Platform for Innovation in Healthcare Technology and aimed to support start-ups, innovative SMEs and researchers in finding industrial and financial partners to develop their e-health projects.

"The Forum was a perfect meeting place for health entrepreneurs, investors and the big business sector," said Jesús Pérez-Llano, CEO of TedCas, a company that develops touch-free Natural User Interfaces (NUI) for use in hospitals. "We were proud to show our gesture and voice-controlled health solutions and make valuable contacts."

Juan Monzón, CEO of Exovite, a digital health firm specialising in mobility and rehabilitation in the orthopaedics sector - it was a chance to "grow the entrepreneurial ecosystem in the area".

This was echoed by Francisco Araujo, Marketing Strategy Manager at Costaisa, a consultancy firm, who said the initiative would help to turn entrepreneurs' ideas into reality. "The industry increasingly incorporates innovation from outside their sector and forums such as this are a unique opportunity to accelerate access to entrepreneurs who are leading the change in the use of health technologies."

It is hoped that partnerships that began at the Barcelona event could produce future innovations with the power to effect real change for patients and society. □



1



2

1 / Session at the e-Health Entrepreneur Forum

2 / Mr. Pareras, Mr. Fernandez and Mr. Pujol spoke at the event



# An eye on education

**Advances in ophthalmology allow doctors to restore – and even save – patients' sight. But keeping up to speed with technological advances is paramount**

When our eyes are working well, we take them for granted. But these complex organs are susceptible to injury and age-related deterioration which affect our ability to see. We rarely consider the value of a well-functioning retina – the layer of light-sensitive cells in our eyes on which vision depends – until something goes wrong.

**"Vitreotomy is a very sophisticated and precise technique in which technological developments are always appearing"**

Dr José Luis Olea



For patients suffering from a detached retina or diabetic retinopathy, preserving vision can be essential to maintaining a good quality of life. Blindness in one or both eyes could mean a sudden loss of independence, earning capacity and the pleasure of seeing familiar faces.

Solving retina problems often involves vitrectomy, a procedure to remove the eye's inner gel known as vitreous humour. Vitrectomies were first conducted in the late 1960s but technology has been changing fast.

For experts in ophthalmology, the power to save people's sight is hugely rewarding but they must keep their knowledge and skills up to date. That's why Alcon supported the IV Retina Meeting on June 12th and 13th, just ahead of European MedTech Week, for 150 vitreoretinal surgeon ophthalmologists from Spain and Portugal.



"Vitreotomy is a very sophisticated and precise technique in which technological developments are always appearing," said Dr José Luis Olea, director of the meeting.

This was echoed by Dr José Ruiz Moreno, president of Sociedad Española de Retina y Vítreo (SERV), who said "improved technology allows us to better diagnose and treat diseases and conditions now which were previously difficult to detect or address".

One such technique is known as Optical Coherence Tomography (OCT), a 3D medical imaging technology. The Alcon Institute held a separate event on 18th of June focused exclusively on using OCT for diagnosing eye problems for 56 third and fourth year residents in ophthalmology.

A workshop for 39 first-year ophthalmology residents was also hosted by the institute to provide fundamental training in consultation and surgery, the anatomy of the eyeball, surgical techniques and equipment.

By supporting education and training initiatives of this kind, the MedTech sector can help ensure that patients have access to the highest standards of care with the most up-to-date technologies. □

# Rays of light to 'zap' kidney stones

**Laser technology can be used to break up kidney stones while sparing the surgeon's scalpel**

Small, hard deposits of calcium and other minerals can form stones in your urinary tract. The result can be severe pain, nausea and vomiting.

A practical workshop for Boston Scientific employees, held during European MedTech Week, looked at one of the modern tools for removing kidney stones: lasers.

In the past, patients underwent traditional surgical procedure to have kidney stones removed. This usually involved staying overnight in a hospital to recover from the procedure. It also required a surgical incision.



With laser technology, a surgeon can introduce a long thin telescope into the upper urinary tract via the bladder. Tiny laser fibres at the end of the scope can break up the stones which then pass more easily through the tract, solving the patient's problem.

This approach, avoiding making an incision, can be done as a same-day outpatient procedure, making it more convenient for patients and more efficient for the health system as a whole.

The purpose of the Boston Scientific workshop, which was attended by more than 30 employees, was to provide staff with theoretical and practical training on the company's most advanced technologies. □



# Hitting pain where it hurts



Millions of people suffer from chronic pain but new technology can help ease symptoms

Up to 84% of people will suffer from lower back pain at some point in their lives. Most recover but many have recurring problems. Some – around 23% – suffer ongoing back pain.



This chronic pain can be deeply uncomfortable, radically restricting movement and the capacity to live life to the full. Those affected frequently miss work, skip social events and miss family occasions. Their exercise routine, their holidays – even their relationships – are all put on hold.

Long-term sufferers often rely on painkilling medication and surgery to control the pain. For some, even these treatment options fail to bring relief.

But there is hope. Just as doctors use medication to influence the body's biochemistry, it is now possible to use neuromodulation on the nervous system.

When people experience chronic back pain, electric signals travel from their legs or lower back through the spinal cord to the brain.

An innovative treatment known as Spinal Cord Stimulation (SCS) sends electrical impulses that trigger nerve fibres along the spinal cord, masking the pain message travelling to the brain. This can replace the painful sensation with a soothing, tingling sensation.

'Neuromodulation' treatments such as these can also be used to treat the symptoms of Parkinson's disease.

During MedTech Week, Boston Scientific organised an event – New Solutions in Neuromodulation – which put the spotlight on how the treatment of pain and Parkinson's disease could be improved. In certain patients, neuromodulation can significantly improve quality of life, as well as reducing the need for painkillers and surgery.

The roundtable event was covered in print and broadcast media, helping to raise awareness among patients and healthcare professionals. □



COMPANY ACTIVITY

# Taking the pressure off

Modern wound care technology helps bedsores heal more quickly. Health professionals are impressed.

Around one in five patients has a bedsore, also known as a pressure ulcer. In most cases, bedsores develop in hospital and can be distressing for patients as well placing a burden on health systems.

(NPWT) "can accelerate skin grafting in burns from 20 to 7 days" Dr José Ramón Martínez Méndez



It is a growing problem. Europe's ageing population and rising rates of obesity and diabetes mean more people are at risk of pressure ulcers. Spending on wound care in Europe can be between €6,000 and €10,000 on each patient per year, with nursing time being one of the biggest cost drivers.

But new technology known as Negative Pressure Wound Therapy (NPWT) can help accelerate healing and allow patients with bedsores to be managed in their own home.

At the first 'VivanoDays' event, a forum for health professionals organised by HARTMANN Spain, the impact of good wound management on the patient and health economics were explored.



COMPANY ACTIVITY

Experts from a range of medical and surgical specialties met in Barcelona to discuss scientific evidence, case studies and real-world experiences of wound care.

Dr José Ramón Martínez Méndez, Head of the Burns Unit at the La Paz Hospital, said NPWT "can accelerate skin grafting in burns from 20 to 7 days."

Dr Tomasz Banasiewicz, Karol Marcinkowski University of Medical Sciences, Poznań, Poland, discussed how to treat complex abdominal wounds. "NPWT is a very effective therapy in bringing quality of life back to patients," he said.

The meeting also heard that barriers to the adoption of this new technology remain in some Spanish hospitals. □



# Should money follow the patient?

**Rethinking incentives and measuring treatment outcomes could help bring the latest medical technologies to patients more quickly**

**It's a familiar problem: a new medical device is invented and launched, but while patients and doctors like it, nobody is precisely sure how it will be paid for.**

Some MedTech breakthroughs are so novel that there may not yet be enough cost-effectiveness data on which to base a reimbursement decision.

In other cases, products fall between two stools. For example, if a technology allows care to be delivered in the community instead of in a hospital, it saves money from the hospital budget but might add costs to the primary care or social care budget.



Will the money follow the patient or are hospitals and primary care two separate silos of the healthcare system?

These kinds of challenges, which can be a barrier to the introduction of healthcare innovations, were the focus of a roundtable debate organised by Swedish MedTech in collaboration with the Stockholm County Council.

The debate on 16 June was attended by the Dental and

Pharmaceutical Benefits Agency (TLV), the Swedish Council on Health Technology Assessment (SBU), Sweden's innovation agency (Vinnova), the Swedish eHealth Agency and MedTech company representatives.

Participants explored how Sweden could accelerate the uptake of innovative technologies. A good starting point, it was suggested, would be to look at the outcomes of treatments and to consider new incentives for healthcare professionals to collaborate with external organisations.



The event closed with a site visit to Cambio Healthcare Systems AB, a company specialising in e-health.

Separately, the following day in Gothenburg, national and regional civil servants experienced a full day site-visit tour where they discussed cutting-edge healthcare. The policy makers saw the Sahlgrenska University Hospital, the Biomaterial Center for Biomaterials and Cell Therapy, Integrum AB's research facility and the lab at SCA Hygiene Products AB.

"With these events we wanted to highlight the importance of innovation through collaboration," stated Anna Lefevre, CEO of Swedish MedTech. "Through partnership, true change can be achieved for patients." □

CAJSA LINDBERG



CAJSA LINDBERG TALKS ABOUT HER EXPERIENCE OF LIVING WITH DIABETES AND HOW CONTINUOUS GLUCOSE MONITORING HELPS

SARA RIGGARE



SARA RIGGARE FROM SWEDEN TALKS ABOUT THE POTENTIAL OF NEW MEDIA TOOLS TO MANAGE PARKINSON'S DISEASE



## Low blood sugar? Sound the alarm!

I've been using a continuous glucose monitor (CGM) since 2012 and it has made a huge difference in my life! It helps me control my blood sugar better and is especially helpful when it comes to dealing with low blood sugar.

I have mild hypoglycemic unawareness, which means I have a hard time noticing when my levels are too low, but the CGM sets off an alarm and suspends insulin delivery to help raise the blood sugar.

That has been very helpful for me, especially at night-time! My new CGM even predicts when my blood sugar is going to drop and tries to prevent it.

If the government and the MedTech industry could grant

me one wish I would ask that they think more long-term and more about quality of life when making decisions about medical devices.

I would also ask that they involve patients in the decision-making process. Medical devices are expensive, but the benefits to people with diabetes and their loved ones are numerous, both in the present, and in terms of preventing complications from the disease in the future.

We also need to make sure there is equal access to these devices across the country. It shouldn't matter where in Sweden you live, what hospital you belong to or how big your wallet is. □



## 'Twitter is the patient's conference venue'

I am 44 years of age and I have Parkinson's disease. I have a huge interest in technology and research and am studying health informatics and related digital MedTech advancements.

I am also very interested in the whole area of self-care and self-monitoring.

Apps can help to monitor patient wellbeing, and medication reminders are also very important.

Medication needs to be taken 4-6 times a day, sometimes even more, and can be a rather complicated regimen. Any devices that help patients become 'medication-savvy' are crucial. The timing of medication is key, it can make or break your day.

I think Parkinson's is a great example of a condition where mobile health and e-health could play an important role and companies like Google and Apple are starting to work with patients to move this forward.

The majority of patients are now active online. You can meet people of similar issues, concerns and challenges, without going across the world and without spending time and money doing so.

A different healthcare model, promoting self-care should be developed. Resources should be put in place to allow self-monitoring, self-care and self-management to be feasible for all. □



## ‘The 5 “E’s” to empowerment’



**Nicola Bedlington, Secretary General of the European Patients' Forum (EPF), emphasises the role of patient empowerment**



I am delighted that EPF has embarked on a one-year campaign on patient empowerment and the support that this is receiving from many health stakeholders. When I think back to when we created EPF 12 years ago, enabling patients to become active at all levels was one of the fundamental aims for this new organisation. It is part of our DNA.

There are many campaigns in Brussels and many groups advocating for their rights. Why, we might ask ourselves, should this one be any different? The answer is because patient empowerment is everyone's business. One in four people in Europe has a chronic disease and this figure will not decrease over the next few years as demographic trends gear towards ageing and the increase in chronic diseases. We as patients no longer accept being passive recipients of healthcare; we want quality information, and to play a role in partnership with our trusted healthcare professionals in the management of our disease.

There is a widespread acknowledgement that empowering patients is good for healthcare systems. It is increasingly recognised as an essential element for future high-quality, patient-centred healthcare systems - better health outcomes, -more patients' satisfaction- and, crucially, better use of resources. Patients, through our experiential knowledge, can contribute much to healthcare innovation, design and healthcare policy at all levels.

We believe the time is absolutely right to make patient empowerment known and understood in every part of Europe. The slogan we have chosen 'Patients Prescribe' says it all. We prescribe five Es to improve health systems: **Education, Expertise, Equality, Experience and Engagement.**

We call on decision-makers to develop an EU strategy on patient empowerment to achieve a real impact on the ground for the benefit of our people, over 150 million patients with chronic disease whose interests we represent, but also society as a whole." □

# Defining 'good value'

## Can we repair Europe's health care systems through value-based procurement?

**A** new project aims to figure out how health systems budgets can be spent in the way that most benefits the economy.

One of the major challenges Europe faces is growth in the demand for, and cost of, healthcare services; growth which continues despite myriad efforts by governments, health systems, and payers to contain it.

At the same time, quality of care is highly variable. This variation in outcomes is by no means an exception, and it highlights the lack of focus and lack of data on what patients care about most – outcomes.



The main focus will be on the core of value-based healthcare

With this in mind, MedTech Europe has partnered with The Boston Consulting Group to define a new framework for making healthcare purchasing decisions in a way that most benefits the economy.

The aim is to define a framework capturing key procurement criteria and defining "most economically advantageous tender" in the

context of MedTech.

The main focus will be on the core of value-based healthcare – patient outcomes and the total cost of creating these outcomes.

But the criteria will also reflect other benefits for patients, health professionals, hospitals, and health systems, as well as broader societal considerations such as the environment, social responsibility, innovation, and socioeconomic impact of health.

The outcome, it is hoped, will be a smarter way to deal with rising demand for healthcare services. □

# Safer hospitals, healthier patients

## Most healthcare acquired infections can be prevented – saving lives and money

**P**eople go to hospital in the hope of getting better but for some, infections such as methicillin-resistant staphylococcus aureus (MRSA) can make a bad situation worse.

Healthcare associated infections (HAIs) impact 1 in 18 patients in European hospitals, leading to a total of 4.1 million patients infected annually and 37,000 deaths.

Thankfully, most HAIs are avoidable. By screening patients before they are admitted to hospital, infection rates can be reduced. Continuous training of healthcare workers on how to avoid spreading infection can help to contain outbreaks, while smart use of antimicrobials reduces the risk of antimicrobial resistance.

Getting this message to the public and to hospital staff is vital to safeguard patient safety. The MedTech Europe Patient Safety Task Force is working to highlight the need to reduce the rate of HAIs in Europe.

"Patient safety is a critical component of the improvement in quality of healthcare across Europe," says Mark Harvie, Marketing Director Medical Surgical Systems, BD. "And the industry is working to reduce the incidence of HAIs through detection, prevention and treatment."

As part of this ongoing campaign, the Task Force launched a video just ahead of European MedTech Week setting out the problem and some of the solutions available.

"The biggest impact is on patients," says Mary Edwards, Hampshire Hospitals NHS Foundation Trust. "People with HAIs stay in hospital longer, increasing the problems of finding enough beds for patients. And also there is the cost associated with additional treatments."

Katherine Murphy, CEO of the Patients Association, says frontline staff and policymakers have made a huge contribution to reducing the risk of HAIs. "But we cannot be complacent. We should never compromise the safety of patients."

The MedTech Europe video on patient safety will be used for continued promotion of key messages related to the reduction of HAI infection both in Brussels, the UK and beyond. □



"The biggest impact is on patients... people with HAIs stay in hospital longer, increasing the problems of finding enough beds for patients. And also there is the cost associated with additional treatments."

# Shared solutions to the superbug crisis

**Antimicrobial resistance is a major global challenge – it's time to fight back**

Consider this: more people die every year from healthcare-associated infections (HAI) in Europe than in road traffic accidents. We can all recall tragedies where lives were lost in car crashes – we talk about them; it's on the news. But public awareness of the impact of HAIs is much lower.

Similarly, when the number of Ebola cases exploded, there was panic. It was a public health crisis and the public demanded action. Yet the HAI epidemic is quietly creeping up the agenda of public health priorities without drawing half the volume of newspaper ink.

To address this crisis, BioMérieux, a world leader in the field of in vitro diagnostics, organised the 5th World Healthcare Associated Infections and Antimicrobial Resistance Forum...

When it comes to HAIs, experts at the World Health Organisation and at hospitals and universities around the world see antimicrobial resistance (AMR) as a deeply worrying public health problem on a par with road safety and Ebola.

Bacteria have become resistant to many of the antibiotics doctors use to treat people who are infected. These 'superbugs' can spread easily in hospitals where patients are weak and, in some cases, undergoing surgery.

The problem, in part, is due to the overuse – and inappropriate use – of antibacterial products. Using antibiotics to treat viral infections is futile but still too common; doctor often try several antibiotics because they do not know which strain of bacteria is making their patient ill.

To address this crisis, BioMérieux, a world leader in the field of in vitro diagnostics, organised the 5th World Healthcare Associated Infections and Antimicrobial Resistance Forum from 14-16 June 2015.

The event attracted 70 experts in the field of AMR, giving them an opportunity to share experiences and expertise. Attendees highlighted the need for cooperation between human and veterinary medicine and underlined the need for education of healthcare professionals and the public.

For its part, the diagnostics industry is stepping up to play an active role in fighting AMR by investing in innovative diagnostic solutions and supporting awareness initiatives and scientific meetings.

If MedTech can help doctors use antibiotics only where necessary – and choose the right product first time around – it would be an important step towards winning the war against AMR. □

# MedTech innovation boosts nation's reputation



Medical technologies can create jobs and drive excellence in science and research – when the conditions are right



Ask a patient what MedTech means to them and they might think of hip replacements, glucose monitors or stents. But ask a politician and you get another response: innovation and jobs.

In a globalised world, employment in research-intensive sectors that produce high-quality specialised products is highly valued by politicians and their voters.

Medical technology, a sector vastly dominated by small and medium-sized enterprises (SMEs), provides skilled jobs and sells its wares around the world.

So it was, perhaps, no surprise that the focus was squarely on the economic benefits of MedTech when Johann N. Schneider-Ammann, Swiss Minister for the Economy, addressed a gathering of 160 people in Bern during Swiss MedTech Day (June 16).

He was quick to note that Switzerland had the highest number of MedTech companies per

capita, providing 52,000 full-time jobs. While this translates as 1.1% of total employment, the industry contributes 2.3% of Switzerland's gross domestic product (GDP). MedTech punches about its weight.

"The industry also makes a significant contribution to Switzerland's reputation as a high-tech country – a world leader in innovation and an excellent centre for science and research," Schneider-Ammann said. His speech was echoed by Juan-José Gonzalez, President DePuy Synthes Europe, Middle East and Africa (Johnson & Johnson), who also stressed the role of MedTech industry in Switzerland as an important growth engine for multinational companies.

In a speech widely reported in the Swiss media, he pledged to support the industry by incentivising research, investing in education and ensuring that regulations are fit-for-purpose. "I will do all I can to ensure that Switzerland remains the best location to do business, to invest in and create jobs," said the Minister. □

**"I will do all I can to ensure that Switzerland remains the best location to do business, to invest in and create jobs"**

Johann N. Schneider-Ammann, Swiss Minister for the Economy

# Pulsating with life-saving ideas

Europe needs electrifying breakthroughs to meet age-related health challenges



As we grow older, we face higher risks of developing age-related diseases – such as **Parkinson's, heart failure, incontinence and many more**. These conditions can have a profound impact on individuals, families and on society.

But if we want to live longer, healthier lives, major breakthroughs will be required. Research can help.

Scientists have developed ways of using electrical signals to treat movement disorders and to fix irregular heartbeats – and there is more to come. The MedTronic Bakken Research Center (BRC) in

Maastricht reopened on June 16 after a major refurbishment, paving the way for a new generation of MedTech inventions.

Dual chamber pacemakers, sacral neuromodulation and deep brain stimulation are just some of the medical innovations that have put the pioneering centre on the MedTech map. "Our researchers are gearing up for the next healthcare revolution," said Rob Ten Hoedt, President of Medtronic in Europe.

The facility is Medtronic's largest R&D campus outside the US and it has a history of being at the cutting edge of medical innovation.



## MARY LYNNE VAN POELGEEST-POMFRET

## 'Patient voices need to be heard'



MARY LYNNE VAN POELGEEST-POMFRET IS AN ACTIVE ADVOCATE FOR PEOPLE LIVING WITH INCONTINENCE



I am a patient and advocate for people with incontinence conditions. Informing the public about this condition is crucial if we are to tackle the stigma related to incontinence.

Our national association works with the media, is active on social networking sites, and has produced patient-friendly leaflets. We promote the patient voice at scientific conferences and work with international partners to ensure patient input in reviewing clinical guidelines.

I am delighted to be involved in the Patient-MedTech Dialogue set up by MedTech Europe which provides patients with a forum to discuss their needs and I hope for further commitments by companies to have patients involved from the start. To me, this is the way forward because, at the end of the day, we are the customers.

There are a number of medical devices that are important for patients with incontinence conditions. These include bladder installations for interstitial cystitis, neuromodulation devices that help patients to address pain symptoms, and catheters.

New innovative bladder installations have been very beneficial for patients. These novel devices contain chondroitin sulphate and/or hyaluronic acid. Such devices are far less invasive than other bladder installations and provide a much better quality of life for patients.

At the moment in the Netherlands we have a major issue regarding the reimbursement of these products and are working to secure access for patients.

The cost-effectiveness of these products is clearly demonstrated, as patients can get on with their lives and are back to work quicker, rather than alternatives that can increase bladder problems, stress and even depression.

My wish for the future is to ensure that patients and patient advocates are involved in the entire process that determines what is included in basic health packages. □

More than 300 people attended a reception to mark the occasion, including employees, politicians, academics and health professionals. The event was covered by local media in Limburg as well as TV Maastricht and even inspired some tweets from senior politicians who were in attendance.

The dignitaries may have expected a traditional ribbon-cutting ceremony but they were in for a shock – so to speak. A large replica of an automated external defibrillator (AED) was attached to the building. After a quick jolt from the pads of the AED, the beating heart of Medtronic's European R&D campus resumed its natural rhythm. □

# Boosting our economic health

The MedTech industry provides jobs and fuels economic growth



Think of medical technology and an array of devices and diagnostics might come to mind. These products help to keep us healthy and active which, from an economic perspective, makes a major contribution to the economy.

But MedTech is also a valuable European industry in its own right. 95% of Europe's 25,000 medical technology companies are SMEs. The industry, invests heavily in R&D, files more patents at the

European Patent Office than any other industry and directly provides over 575,000 jobs in Europe.



The industry, invests heavily in R&D, files more patents at the European Patent Office than any other industry and directly provides over 575,000 jobs in Europe.

The sector also delivers a positive trade balance of €15 billion – meaning we export more MedTech products than we buy from outside Europe.

In the wake of the global financial crisis, creating jobs and driving economic growth are highly valued by society and policymakers.

This is what inspired Richard Corbett, a Member of the European Parliament representing the UK, to visit the Smith and Nephew plant in his electoral constituency of Yorkshire and Humber. "I'm amazed by the diversity and international reach of the work that's done in our region," he wrote on his blog after visiting the site which produces wound care products.

The visit was organised by the Association of British Healthcare Industries (ABHI)

in association with Smith & Nephew which has been investing in the region since it began producing dressings and wound care products during the First World War. Just over 100 years later, the company is still a strong employer. □

JOHN JAMES



JOHN JAMES FROM THE UK ENCOURAGES GENERATING AWARENESS ABOUT SICKLE CELL DISEASE (SCD)

ROBERT JOHNSTONE

'More than just talk - empowering patients with MedTech'

ROBERT JOHNSTONE FROM THE UK HAS BEEN AFFECTED BY CHRONIC RHEUMATOID ARTHRITIS THROUGHOUT HIS LIFE



# 'Transfusing blood disorders with a new life'

"In my capacity as Chief Executive of the UK Sickle Cell Society, we try our best to raise awareness about SCD. SCD is not an orphan condition; it is a group of disorders that affects haemoglobin, the molecule in red blood cells that delivers oxygen to cells throughout the body. SCD affects millions of people worldwide. Its impact is felt by the patient, carers, the family and beyond. Aside from the many health challenges facing patients, there are also issues related to the impact on education of children, because SCD care often lacks continuity.

As a small organisation I think we punch well above our weight. With minimal funding, we generate greater awareness of the disease and advocate on behalf of patients. We have a lot to do: sickle cell disease is the most common genetic blood condition in the UK and it is growing.

We need the MedTech industry to keep developing and maintain their innovation streak to ensure life for SCD patients gets consistently better. Donating blood is very important and blood transfusion therapy is a hugely important treatment regime for sickle cell disease. Innovation in MedTech has meant automated transfusion is now possible, and both patients and carers alike deem automated transfusion to be a far better experience. Although it's not for everyone, this newer technology is faster and can help lower the level of potential iron overload for patients. MedTech also plays a significant role in bone marrow transplantation, which is important for SCD patients.

As the UK Sickle Cell Society, our job is to work with MedTech, the NHS, patients, families and carers, to make all of this happen." □

"I guess I'm an expert on patient issues by experience. I've had a chronic condition for nearly 60 years and would consider myself a self-managing patient rather than a passive recipient of care, actively trying to control my condition. I feel more empowered, happier and healthier when I'm in control of my health and I'm managing my condition. Some patients are looking for that magic bullet, going to their doctor to get medicine, get treated and trying to get on with their life. But for me and other patients with multiple chronic diseases, actively monitoring my health is crucial.



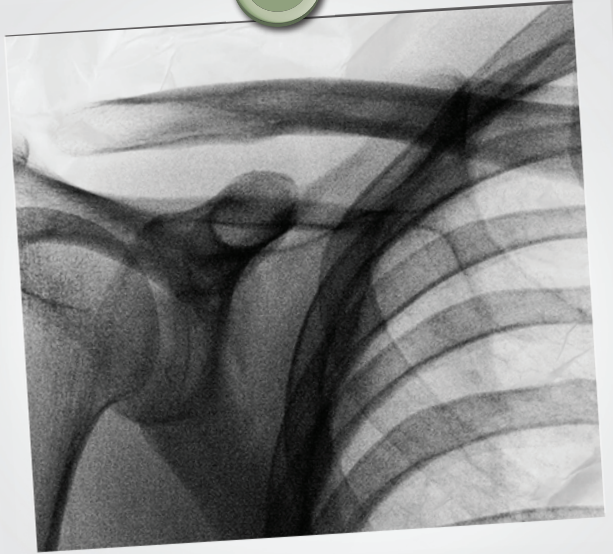
I have a few devices on hand when I need them. When I'm at home, I wear an alarm alert device around my neck. This is just a precaution should there be a problem and my wife is not around to help. I have a stair lift fitted in

my home to help me get upstairs and I use a powered wheelchair which is essential for my condition. As a patient advocate and board member of IAPO – the International Alliance of Patients' Organisations, representing the UK patient association, National Voices – I travel regularly, particularly to Brussels and, in this case, I use a standard wheelchair.

Patient empowerment and encouraging patients to take control of their health and even becoming advocates in their own right, is vital. There have been great strides made in the UK in empowering patients, and advocacy amongst patient groups is encouraged both by the Department of Health and the NHS. However, there is still room for improvement both from the government and the MedTech industry too. For instance, the medical technology industry is on the cusp of discovering even more in mHealth and eHealth. I think that to do this successfully, companies should reach out to patients and users to identify what the needs are. Patients and consumers can help to design these products reflecting user needs and this can create a mainstream market for such health-related devices. This would empower patients and benefit the industry at the same time." □



MEDTECH KEEPS TABS  
ON YOUR HEALTH



MEDTECH KEEPS  
YOUR BODY TOGETHER



MEDTECH HELPS YOU SEE  
INSIDE YOUR HEAD



MEDTECH MAKES A FATHER'S  
HEART BEAT FASTER

 *join the conversation #MedTechWeek*

# Did you know...



## True or False

**Condoms are a medical device.** True ✓

Medical technology not only helps to treat medical conditions but also can prevent illness. For a brief time in Sweden, there was a condom ambulance that delivered emergency contraception directly to your address!

**In the past in Sweden, there was a condom ambulance that delivered emergency contraception directly to your address.** True ✓

## True or False

**By 2050 more than one third of the population will be over the age of 60.** True ✓

Europe is ageing, meaning that medical technology will become an even bigger player in the European economy and in the everyday life of the average European. The baby boomer generation, who are retiring now, can look forward to drawing their pension for up to 24 years – that is 50 per cent longer than their parents' generation. This is partly because of advances in the medical technology sector.

## True or False

**In ancient Rome, public health was a priority and highly sophisticated medical devices were used. In ancient Greece, health was strictly private.** True ✓

The ancient Roman surgeons carried a tool kit which contained forceps, scalpels, catheters and arrow extractors. The tools had various uses and were boiled in hot water before each use despite being largely unaware of the connection between germs and disease.

## True or False

**The stethoscope was created to maintain female modesty.** True ✓

In 1816 Dr Rene Theophile Laennec felt embarrassed placing his ear directly on a woman's chest, to listen to her heart beat. He decided to roll up paper and make a tube which allowed him to hear her heart, protecting her modesty.

Subsequently, a small bell-shaped instrument was created with tubes to allow doctors to listen to the heartbeat and by the mid-19th century, a variation of the stethoscope that we know today, was created.

## True or False

**Hospitals always cure patients.** False ✗

While it is true that hospitals and healthcare professionals do their best to treat and cure patients, one of the main hurdles to effective healthcare are Healthcare Associated Infections (HAIs).

A healthcare-associated infection is an infection that is acquired after contact with the healthcare services. This happens most frequently after treatment in a hospital, but can also happen after treatment in outpatient clinics, nursing homes and other healthcare settings.

There are approximately 3 million new cases and 50,000 related deaths each year in Europe due to HAIs. The medical technology industry is constantly striving to improve healthcare delivery, creating tools which can help minimise the chances of these adverse events.

# We are MedTech



**DR. ALBERT STARR**

## A brief history of healing hearts

**Dr Albert Starr's research led to the world's first successful artificial mitral Valve implant in 1960**

When Dr Albert Starr collected the 2015 Institut de France Grand Prize Scientifique earlier this year it capped a stellar career that saved millions of lives and pushed the frontiers of medicine and engineering.

His story is one of imagination and constant innovation that captures the essence of what medical technology is all about. He helped to create technologies – and indeed an entire field – which simply did not exist before his journey began.

In 1958, Dr Starr, a cardiac surgeon, met Miles 'Lowell' Edwards, a recently retired engineer who had become fascinated with the hydraulics of the circulatory system. Together, they produced the 'Starr-Edwards Silastic Ball', which they would refine over the decades that were to follow.

They had to design prototypes, try out different materials and develop surgical techniques for implanting the valve. Then, Dr Starr and Edwards took to the road. They were doing demonstrations around the US, training surgeons and showcasing their new technology.

All the while they and others were developing other artificial heart valves. The field was exploding.

Looking back, the impact that Dr Starr and Edwards had was profound. Looking ahead, the future waves of innovation can take inspiration from this marriage of engineering and medicine; the quest for perfection; and the belief in human ingenuity.



**LUDOVICA MOCCALDI**

## Finding inspiration in patients

**Ludovica Moccaldi says the desire to improve or save people's lives keeps her motivated**

As a student I envisioned myself pursuing a job that had a positive impact on people's lives and I am proud to be able to say that I have achieved this early in my career.

I've found that working in the MedTech industry makes you feel like you are part of something bigger, something meaningful, and something that touches people's lives on a daily basis.

Our work has a positive influence on the lives and wellbeing of thousands of patients and, in my opinion, that's the best reward you can possibly receive.

As a member of a health economic and reimbursement department at a major medical device manufacturer, my main responsibility is ensuring patients have access to world-class technologies.

The importance of the MedTech industry recently took on a new meaning for me. A family member was diagnosed with a sclerosis of the aortic valve at the age of 82.

The treating physician explained that this person would probably have only one year to live, if no corrective surgery was implemented. They received a biological pericardial aortic valve and are enjoying a full life thanks to one of our company's cardiac valves.

We in the MedTech industry are all driven by a passion of doing something meaningful. This industry gives me the energy I need to take care of my family and pursue my career objectives all at the same time.



**MIKE CLANCY**

## To innovative we must collaborate

**Mike Clancy says MedTech can't innovate in isolation – partnerships with clinicians are essential**

This inaugural MedTech Week in Europe looks at the value MedTech products deliver to patients and healthcare professionals alike. Across the industry we are all working for better patient outcomes and for better technology for clinicians and nurses to work with.

Reaching those goals and delivering value is only achievable through a supportive and collaborative research and development environment that encourages access to clinicians to better understand their needs, and in turn, those of the patient.

It is important for us to see live procedures and spend time with clinicians and nurses. That way we can keep pushing this industry forward and inspire innovation in our R&D teams.

Sometimes there can be a public perception that relationships between healthcare professionals and companies are too close and the public can be suspicious of collaboration between the two.

However, after over a decade working as an R&D engineer I can honestly say that it is vitally important for innovation in MedTech, both big and small, that compliant relationships between the MedTech industry and health care professionals regarding new developments are nurtured and respected.

Access to clinicians and the insight they provide is essential for our industry to fully support their growing needs and in turn provide better patient experiences and hopefully outcomes.



CATHERINE

## I am finding new ways to detect cancer

**Catherine, a trained gynaecologist, is passionate about making a difference in women's health and joined Roche to work on early detection of cervical cancer**

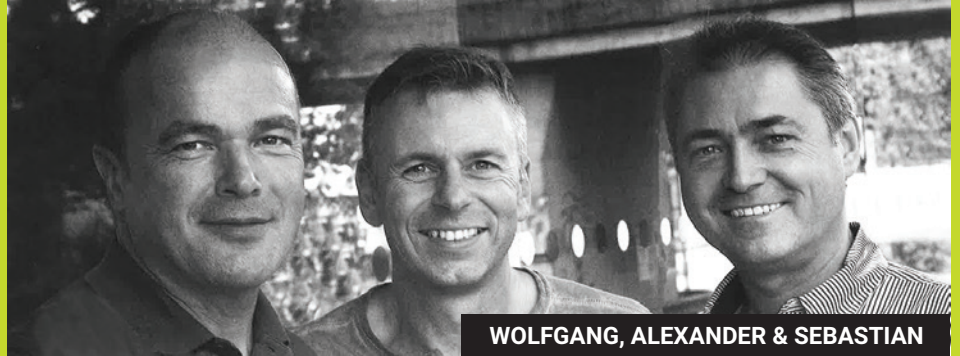
After getting my Ph.D. in molecular endocrinology at the University of California at San Francisco, I went to medical school at Stanford and also completed a residency programme there in obstetrics and gynaecology.

I became very committed to patient care, which postponed my plans to return to research. Sometimes, though, I wondered how much impact I was having on the 15-20 women I saw each day and how much more I would have in research.

An issue that troubled me was the screening procedure for cervical cancer. In 2009, I began working with Roche as a consultant on a clinical trial and was asked to join the company six months later. For me as a gynaecologist, this was an exciting opportunity.

We have been working on advanced diagnostic solutions in screening programmes which have the potential to help reduce the risk of cervical pre-cancer or cancer going undetected.

It's very rewarding for me to see the tremendous progress which is being made in cervical cancer detection. My dream was always to have a direct impact on women's health.



WOLFGANG, ALEXANDER &amp; SEBASTIAN

## A start-up turns 25

**Wolfgang, Alexander and Sebastian were the first three employees of a company that restores people's hearing**

Wolfgang Fritz still remembers his first employment contract. "It said 'You must do everything necessary' or words to that effect," he recalls.

Along with fellow electrical engineer Alexander Mayer and marketing expert Sebastian Foidl, Wolfgang was one of the first three employees of the company known today as MED-EL.

The firm grew out of research at Vienna University of Technology by Dr Ingeborg Hochmair and Professor Erwin Hochmair which would help to develop cochlear implants.

"We worked at home in our living rooms, and the storage room for one part of the implant components was in Ingeborg's cellar," says Wolfgang.

It was a true start-up, says Sebastian. "We were a university firm with university spirit." They worked all night when they had to and they borrowed spare parts from record players. They innovated, they invented, they improvised.

Sometimes, if they couldn't source materials that were needed locally they would have parts delivered from the US or Japan to Germany. Then one or more of them would drive across the border to bring the package back to Austria.

Today, a quarter of a century later, that initial job contract is still valid. The company's first three workers are still there, albeit in a much larger organisation with a presence in 27 countries. But they still do whatever it takes to get the job done.

So, how do they feel about the next 25 years? Alexander says the area has a great future ahead of it but that public money for healthcare is scarce. "I hope that innovation and good products will always win through."

# Social Media

## MedTech Week on Social Media: Twitter, Facebook, LinkedIn, Blog

European MedTech Week on Social Media provided an 'insider view' on what we do and aimed to spark enthusiasm about medical technology. The main conversations on social media focused on:



Medtech employees as ambassadors of medical technology impact



Visual series showcasing medical devices



Real-patients stories on how medical technology improved and changed their life



### Twitter highlights

**110**

tweets sent by MedTech Europe

**63,500**

impressions

**224**

retweets

**165**

link clicks

Best performing tweets focused on collaboration, conversation and empowerment. Explaining what MedTech does and bringing the concepts in "the real world" were the most appreciated conversations:



### Facebook highlights

**3,059**

users reached

**6,880**

impressions

**96**

stories were created based on our content

**RU / BE / IT  
US / UK**

Most active countries

The most successful stories revolved around 'why MedTech matters' and our members:



**MedTechEurope**

Medtech pays attention to the things that are important to you like your head and heart. Join the conversation at **#medtechweek** and learn how else Medtech has affected your life.



Photo Posted



**MedTechEurope**

Our member organisation, the German national medical device association **BVMED**, organised their annual Summerparty, as part of the first European MedTech Week. We just received some lovely photos of the event! **#Day 3 #medtechweek**





## LinkedIn highlights

66

clicks

11,633

impressions

50

interactions

47

likes

The most successful posts included the Euro Med Lab event in Paris and the MedTech week website:

**MedTech Europe** MedTech affects everyone's lives. Our new website provides a platform for people across Europe to tell their story, from patients to MedTech employees. Experience MedTech at <http://imedt.ec/1FWqLrN> and at #medtechweek

15 - 21 June 2015

medtec · European MedTech Week is a week-long programme of events and activities across Europe aiming to raise awareness and create a conversation about medical technology. The week aims to provide an 'insider view' on what we do and spark enthusiasm about...

Organic

Targeted to: All Followers

1,546	8	8	1.03%
impressions	clicks	interactions	engagement

**MedTech Europe** One sentiment at this year's @EuroMedLab2015 #MedTechWeek



Organic

Targeted to: All Followers

3,730	38	26	1.72%
impressions	clicks	interactions	engagement



## Blogging: industry leaders on medical technology and healthcare

**Rob ten Hoedt, MedTech Europe Chairman :** "Technological marvels in medical technology are arriving, and they will transform the entire healthcare chain" - **475 views**

**Yves Verboven & Robert McGregor:** "The aim is to define a framework capturing key procurement criteria and defining "most economically advantageous tender" in the context of medtech" – **415 views**

**Serge Bernasconi, MedTech Europe CEO :** "Outside of the circle of healthcare stakeholders it is clear the role and value of medical technology is not yet well understood" - **384 views**

## Blogging: the people behind innovative medtech

**Mike Clancy, Cook Medical** thinks that "MedTech can't innovate and add value in isolation" – **259 views**

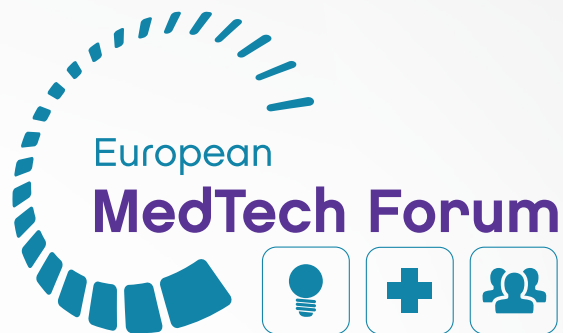
**Catherine Behrens, Roche Diagnostics** is "finding new options to detect a virus that causes cancer" – 176 views  
Wolfgang Fitz, Alexander Mayr and Sebastian Foidl, MED-EL, are the "first three employees who helped the deaf hear again" – **126 views**

## Blogging: patient stories

**Cajsa Lindberg**, from Sweden, talks about her experience of living with diabetes – **42 views**

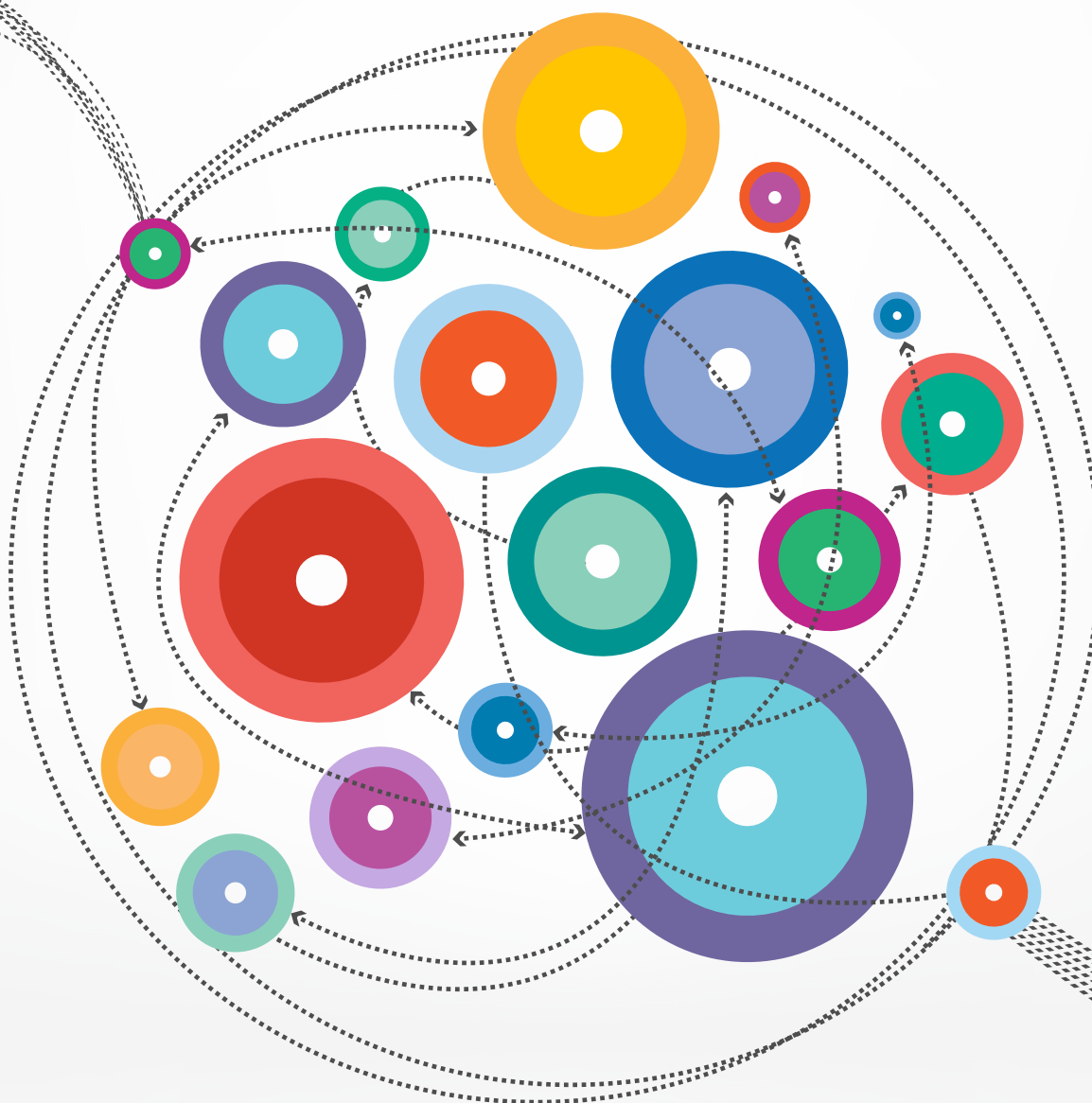
**Robert**, 62, from the UK, has been affected by chronic rheumatoid arthritis throughout his life – **17 views**

medtechforum.eu  
#mtf2015



2 - 4 DECEMBER 2015

DOLCE LA HULPE, BRUSSELS



# TECHNOLOGY ENABLED HEALTHCARE

Connecting the dots, untying the knots.

European MedTech Week...  
with the great support of:



Alcon



Baxter



Boston  
Scientific



Dexcom  
One Step Ahead



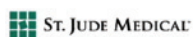
Johnson & Johnson

MED<sup>EL</sup>

MEDICO  
INDUSTRIEN



SIEDMA





"MedTech Europe is an Alliance of European medical technology industry associations. The Alliance was founded in October 2012 and currently has two members being EDMA, representing the European in vitro diagnostic industry, and Eucomed, representing the European medical devices industry. Other European medical technology associations are welcome to join the Alliance, established to represent the common policy interests of its members more effectively and efficiently."