

MedTech Week

EUROPEAN MEDTECH WEEK MAGAZINE • VOL. 02 • 2016

care
progress cure
innovation
creativity
diagnosis



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One week, many stories

Explore them all in this magazine and see what medtech is all about



Serge Bernasconi
Chief Executive Officer
Medtech Europe, an
alliance of Eucomed
and EDMA

I was blown away as I saw members organising amazing events all around Europe for the second edition of European MedTech Week. People say sequels are never as good as the original. Wrong! The first edition of European MedTech Week was something of an experiment...and a great success. The 2016 MedTech Week was even more fantastic!

It was such a delight to see our various healthcare partners embracing the spirit of MedTech Week and taking part in the conversations so actively. I found it inspiring to read about the needs of surgeons, patients, academics and economists across Europe, regarding today's healthcare, and their expectations and visions for tomorrow.

Hopefully, we can continue this dialogue and further deepen our relationship throughout the year.

For me, the theme that shines through all of the events you will read about in the magazine is value. Value coming from innovative medical technology companies, researchers, physicians and others, all aiming to improve people's lives. From diagnosis to cure, they are accompanying people on every step of their journey, to keep or restore their health.

I would like to thank those who gave so much to make MedTech Week what it is. And to those less familiar with our sector, I hope you enjoy the magazine, and it inspires you to find out more about us.

One last thing: as we say in French, « jamais deux sans trois ». So mark your agendas, and see you on 19-23 June 2017!

Serge Bernasconi



From diagnosis to cure: medtech is making a difference

MedTech Week is a chance to discuss the impact of technology on patients, employment and the economy



Richard Van den Broeck

Director of Belgian association for Medical Devices Be MedTech and Chair of EDMA's National Association Forum

It is a golden opportunity to hear what patients and health professionals need from health services – and how technology can help to deliver.

From 13-17 June medtech companies and trade associations from across Europe found myriad ways to communicate the value that medical devices and *in vitro* diagnostics deliver to people, health systems and the wider economy. We were pleased to see our members leading this discussion and equally heartened to hear the voices of other stakeholders joining the Europe-wide conversation.

This publication tells the stories of an innovative industry providing game-changing products and services that save and improve lives of thousands of people every day. We are there to help European Member States meet the shared healthcare challenges we face.

As you flip through these pages, you will see how medical technologies are keeping people healthier for longer, as well as having a positive impact on the wider economy. And it's more than that. MedTech Week was a chance to highlight the jobs we create and support in research labs, manufacturing plants and healthcare institutions across Europe.

Next year will give us all another opportunity to showcase our contribution to society. Until then, let's make every week a 'mini-MedTech Week' – harnessing our innovative spirit to improve the lives of European people.

We hope you enjoy this magazine and are inspired to share it with others.

Richard Van den Broeck and Peter Ellingworth



Peter Ellingworth

Chief Executive of the Association of British Healthcare Industries (ABHI) and Chair of the Eucomed National Association Network

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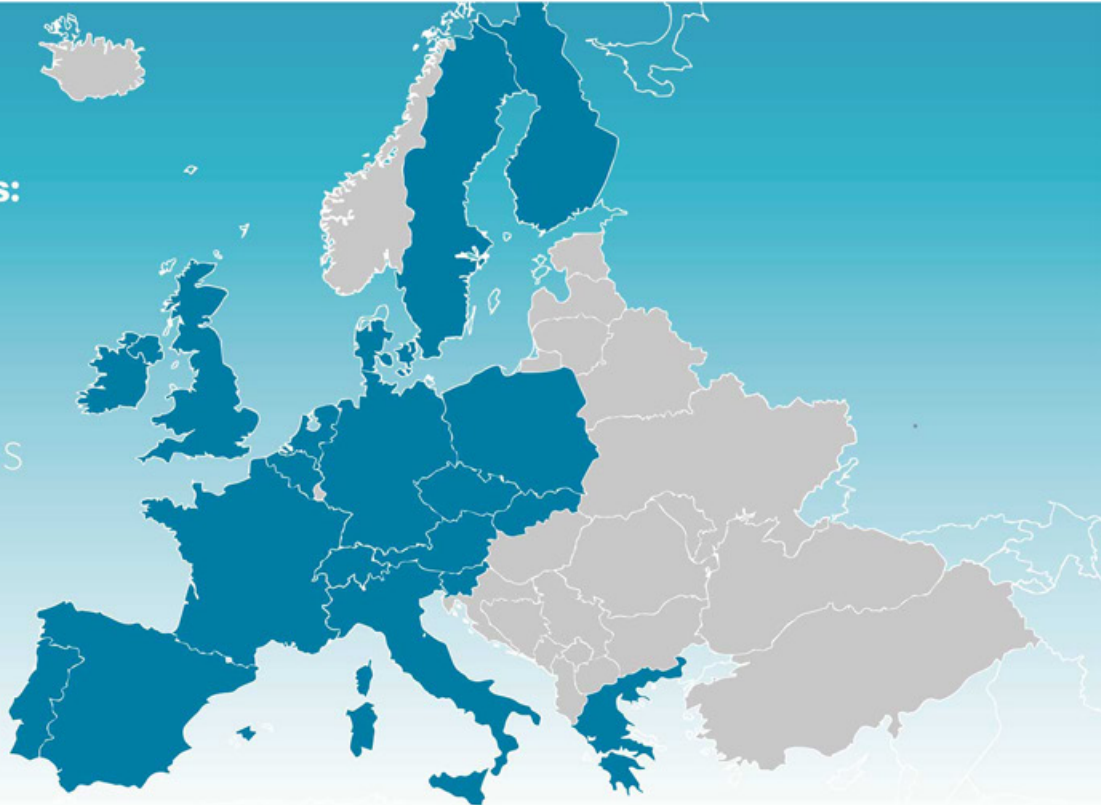
Coming together to discuss medtech solutions for tomorrow

A resounding success:

19 COUNTRIES

115 ACTIVITIES

60+ ORGANISATIONS



Key Topics



VALUE-BASED PROCUREMENT



AMR/HAIS



CHRONIC CONDITIONS



COMMUNITY CARE

15 perspectives from patients and healthcare professionals



Wanted: more clinical data



New EU rules will require companies to generate more clinical evidence



One of the key changes that will follow the introduction of new regulations on medical devices and *in vitro* devices centres on the need for more clinical evidence.

Implementation of the revised rules begins next year and will mean more reporting and greater transparency on clinical investigation reports. There will also be new limitations on companies using data produced using similar devices in support of their own products. This means more studies will be required.

These were some of the key points made by Patrick D'Haese Corporate Director of Awareness and Public Affairs at MED-EL

as he summed up the impact of the new rules. Speaking at the Medizinprodukte-Tag event in Vienna, organised by TUV Austria Akademie GmbH, he said the implementation period would be long and intensive.

"We will seek to work together with other stakeholders, regulators and the Commission to help ensure that this complex law is transferred into clear, feasible and implementable rules," Mr D'Haese said.

The event, attended by an audience of nearly 100 people, sought to raise awareness of the new regulations, which had just been finalised in Brussels. □



Scoring development goals in healthcare

What role can medtech play in reaching the UN Sustainable Development Goals?



One of the 17 Sustainable Development Goals (SDGs) set by the United Nations is to ensure healthy lives and promote well-being for people of all ages (SDG 3).

Philips and Politico, a Brussels-based media outlet, organised a panel discussion on sustainable healthcare at the European Development Days conference to explore how this global goal can be achieved. Participants spoke of how communities, technology and innovation; partnerships; and new business models could help deliver healthcare for all.

The session, which took place in Brussels on 16 June, attracted 200 attendees from government, development organisations, NGOs and the private sector. As the event took place during European MedTech Week, it was an opportunity to discuss the contribution of medical technologies to the shared goal of sustainable healthcare.

“Since the launch of the SDGs in 2015, there are two new stakeholder groups which have a lot to bring to the table: youth and the private sector,” said Ronald de Jong, Executive Vice-President and Chief Market Leader, Royal Philips. “We see a



great opportunity in aligning business objectives with societal challenges and to create business solutions that generate both financial as well as lasting social impact.”

Mr de Jong said delivering innovative digital health technologies for low resource settings will be essential to the success of SDG 3, along with partnerships and new financial models. “A radical transformation of health systems is needed to realise the goal of equitable access,” he said. “Strengthening healthcare must start with primary healthcare for people in their communities.” □



Bouncing back from surgery

I suffered from severe back pain until I had an artificial disc implanted

I had suffered with my back since the age of 18 following a series of sports injuries. Over a 13-year period I underwent several operations to address a herniated disc. I had a laminectomy (the removal of a vertebra) and an arthrodesis (the fusion of bones in my spine).

After the last operation I lost about 5% of my mobility. Three years later, I could only move around in a wheelchair.

On the advice of a sports doctor, I tried a lumbar prosthesis which replaces the intervertebral disc and can restore dorsal mobility. The procedure was still experimental at the time.

Rehabilitation – which was nothing compared to recovering from arthrodesis – started the day after surgery and I was able to leave the hospital three days later. This prosthesis has changed my life! Thanks to the surgery I was able to attend the birth of my first child two weeks after being discharged.

I would encourage governments and private insurance organisations to move towards better coverage of alternatives to arthrodesis. Lumbar prosthesis worked for me and should, in my opinion, be explored more systematically. □

The author wishes to remain anonymous



Elsa Zekeng, Young Leader, European Development Days / **Mark Dybul**, Executive Director, The Global Fund / **Ronald de Jong**, Executive Vice-President and Chief Market Leader, Royal Philips / **Martin Seychell**, Deputy Director General DG SANTE, European Commission / **Christiaan Rebergen**, Deputy Director General for International Cooperation, Ministry of Foreign Affairs, The Netherlands / **Martha Rojas-Urrego**, Head of Global Advocacy, Care International / **Bob Collymore**, CEO, Safaricom / Moderator **Ryan Heath**, Senior EU Correspondent and Associate Editor, POLITICO

Young guns target old problems



European Health Parliament 2016: **55 young professionals**, joined by European policymakers **Vytenis Andriukaitis** European Commissioner for Health & Food Safety / **Giovanni La Via**, Chair of the ENVI Committee of the European Parliament / **Xavier Prats-Monné**, Director General of DG SANTE (Commission) / **Roberto Bertolini**, WHO former Chief Scientist and Representative to the EU / **Nicola Beddington**, Secretary General at European Patient Forum / Senior Policy Analyst at European Policy Centre

The European Health Parliament has set out its vision for a healthy future

Europe's biggest health challenges demand inspiring solutions to steer healthcare onto a sustainable path. Under the umbrella of the European Health Parliament, 55 top young professionals from across Europe have been working together to develop concrete responses.

At an event in the European Parliament on 29 June organised by Johnson & Johnson in partnership with Google, POLITICO, EU40, and the College of Europe, the dynamic young professionals presented their report entitled *Rethinking European Healthcare*.

The outcome report sets out detailed proposals on a range of hot health

topics: antimicrobial resistance, climate change and health, digital skills for health professionals, migration and health challenges, and prevention and self-care.

"The European Health Parliament has put forward a set of concrete, real-world policies that bridge the gap between health innovation and patients' needs in a way that is appropriate to the values of social justice and equal access to healthcare," said EHP President, Eleni Antoniadou.



The session was attended by over 200 people including high-ranking EU officials such as the EU Commissioner for Health, Vytenis Andriukaitis, Ministers from the Belgian government, and more than 20 Members of the European Parliament.

"I believe that bringing the voice of the young into the discussion on the future of healthcare is a big step towards making

Europe a healthier place, and the results of this project will serve as an inspiration for the EU Parliament and other legislative bodies," said Giovanni La Via, the MEP who chairs the European Parliament committee responsible for health. □



European Health Parliament President, **Eleni Antoniadou** with **Vytenis Andriukaitis**, European Commissioner for Health & Food Safety

Think Medtech *be* Medtech

Belgium medtech has unveiled a new identity

The 200 members of Belgium's largest medtech trade body have a new name to learn: beMedTech.

The organisation, previously known as UNAMEC, announced the rebranding during MedTech Week. The news followed a period of reflection that resulted in a new name, a new logo and a renewed sense of purpose.

With members in the fields of *in vitro* diagnostics, devices, consumables, implants and capital equipment, beMedTech sees the identity change as a better fit given its work on behalf of medical technology firms. The 'medtech' acronym is also used by organisations in several other European countries as well as by MedTech Europe.

The new name and logo will gradually replace UNAMEC in all media. By MedTech Week 2017 it will be but a distant memory...

The name change was announced on the occasion of a symposium dedicated to digital innovation and health. □



Digital solutions will reinvent healthcare

The be MedTech symposium tackled issues ranging from mobile health and tele-monitoring to the rapidly-growing market for healthcare apps.

Addressing the event, Lieven Zwaenepoel President of the Belgian Pharmaceutical Association which represents community pharmacists, said embracing digital health solutions will require innovation from industry and openness from health professionals. "Healthcare professionals will have to get out of their cocoons, get connected and invest," he said.

Professor Philippe Coucke, head of the department of radiotherapy at the University Hospital in Liège, said healthcare apps will remodel – and in some cases replace – the role of physicians. He said many technology-driven changes would be required to make healthcare sustainable.

"Technological advances must be rapidly implemented in healthcare to reduce costs and make healthcare sustainable, and to make the shift to personalised healthcare," he said.

Several speakers said digital technologies had the power to reinvent the healthcare system, provided that stakeholders are willing to adapt.

"eHealth is essentially a communication highway for healthcare providers, developed by the government," said Hans Delporte, a business consultant specialising in the future of eHealth. "It allows providers to share medical information in a fast and secure way. It allows value-added services to be provided for healthcare providers." □

New rule: *make simpler rules*

Health stakeholders must work together to reduce regulatory



Regulating complex technologies is a balancing act – the rules must ensure products are safe for their users without become unduly complicated.

This was a theme taken up by Sir Kent Woods, former CEO of the UK's Regulatory Agency for Medicines & Healthcare products (MHRA) and former Chair of the European Medicines Agency (EMA). Delivering the 2016 Carlisle Lecture, Sir Woods explained why regulations can become so cumbersome and what can be done about it.

This annual lecture honours influential medtech regulatory expert, Malcolm Carlisle, who was instrumental in establishing the medical devices trade association, Eucomed – an organisation he led as president for 20 years.

"Rapid advances in science and technology, greater accountability in healthcare systems, overlapping regulatory regimes, and the globalisation of clinical research and manufacturing are among the major sources of complexity" he said. This can have a negative impact by adding to the regulatory burden, introducing inefficiencies, and damaging public confidence in the system.

"Reducing complexity is an important part of Better Regulation," Sir Woods said. "All parties must be willing to work across boundaries. Solutions need to be found and agreed quickly, in the best interests of EU citizens."

He added that setting clear objectives for regulation, consulting stakeholders, performing impact assessments before and after introducing new rules - and regularly reviewing existing rules can help to control complexity.

The lecture, hosted by MedTech Europe and delivered in Brussels, came on the eve of the publication of new EU regulations on medical devices and *in vitro* diagnostics. □



Standing on the shoulders of giants

The word innovation is used often, but what it means for medical technology is rarely explained. To understand what innovation means for us, we need to take a step back and gain some perspective. By Mark Lloyd Davies, EMEA Medical Devices Leader, Government Affairs & Policy at Johnson & Johnson

Who can remember what hearing aids looked like twenty years ago? They were large and highly visible, with unsightly wires wrapped around a person's ear. The volume needed to be controlled manually, as they struggled to detect a difference between a crowded bar and a quiet night in. The batteries didn't last long enough and interference caused high pitched screeching in people's ears.

Today, hearing aids are so small they go unnoticed. Sound quality and environmental responsiveness are close to mirroring the human ear. You can even take a phone call direct to your ears, while driving, via your smartphone. How times have changed.

This twenty-year transformation is an important learning for how innovation works in the medical technology sector. When we work alone in our individual companies we usually think of progress as achieving small improvements to an existing technology.

The following year, a competitor will build upon these improvements, leapfrogging the new technology – a virtuous cycle begins. We all then plan how to catch up and add to the progress being made. Day to day, we only see a small piece of the puzzle, but when we step back far enough we can see that this collective effort has delivered incredible benefits to patients. It is similar to the change in mobile phones, from the handheld 'bricks' of 1980's Wall Street films to the smartphones of today; except when this industry innovates it transforms and saves lives.

Twenty years ago, having diabetes, a major cause of end-stage renal failure, often led to a daily diet of painstaking kidney dialysis. Today medical technology is playing a vital role in managing this chronic condition. We've gone from testing blood by frequent injection to being able, through contact lenses, to measure blood sugar levels minute by minute. Parents can monitor their children from home

on a tablet, even while they are at a summer camp climbing a tree somewhere. Patients who progress to renal failure can have dialysis from the comfort of their home, freeing up time to be with children and enjoy life. Medtech is truly transforming the lives of diabetics.

If you needed hip surgery, twenty years ago it meant checking into a hospital for up to three weeks. Today you can go in at 8.00am and be picked up by a relative just 10 hours later. We've progressed from using metals and plastics to mimic joints to ceramic plates that mean elderly people are more active than ever. People requiring complex replacements can have their hips mapped by scanners and new, bespoke 3D printed joints produced that fit perfectly. Surgeons can then install all this with minimally invasive robotic-assisted technology, with a level of accuracy and sophistication that can match that of the human body. Diabetes and orthopaedics are just two examples of many.



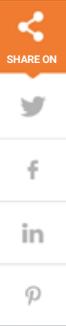
COMPANY ACTIVITY

What is next? Again, we usually think of this year and next, what we can bring to doctors and patients that is better than this year's model. But if we think about the next twenty years, advances could be amazing. Robotic-assisted surgery and nanorobotic surgery are on the horizon. Can we imagine a situation where the artificial pancreas removes the daily management of diabetes for patients? Could dialysis be reduced to just a few hours a week? It's not hard to see patients hugely benefiting from global services that monitor and improve their conditions 'on the go'.

This has been my reflection in the run-up to this year's MedTech Week. My message to colleagues in the industry is: yes, while we all work hard focusing on the next incremental improvement, occasionally if we take a step back and we think of the progress we have made collectively in just twenty years, we should be very proud.

Imagine what we can all achieve in the next twenty years - we are standing on the shoulders of giants. We are in an industry that sometimes takes innovation for granted because it's not always easy to see day to day, but the progress being made makes a real difference to people's lives, when they need it most. □

To all my colleagues in the industry, happy Medtech Week!





perspectives



‘Protecting a precious gift’

Early diagnosis of eye problems can save patients’ sight



I carry out over 2,000 cataract surgeries a year and deal with some of the most complex cases in the Czech Republic. Eyesight is a precious gift. I may not save people’s lives physically through my work but I certainly help to improve and even transform their lives.

I will never refuse any patient, whatever age, background or complexity, and will do my utmost to restore their sight.

Healthcare faces many challenges, including rising demand and treatment inequalities. Technology can help to address these issues. Policymakers need to keep pace with the progress being made in medical technology.

My vision is to increase the use of diagnostics in healthcare, as well as greater automation of surgical procedures, for example through the use of femtosecond lasers in cataract surgery.

Early and accurate diagnosis can help patients be treated appropriately. I would like to see a significant focus on prevention. People need to take control and be responsible for their health and this does not come easy. You need to work at it.

Increasing automation of surgical procedures can also greatly support healthcare, allowing us to treat patients faster and carry out more cost-effective procedures of a high quality.

Indeed, we depend on top technologies to treat our patients. You can be a gifted physician and a surgeon with golden hands but without the equipment, there’s very little you can do. □



Prof Pavel Rozsival is an ophthalmologist at the Department of Ophthalmology, Charles University Faculty of Medicine, Hradec Králové in the Czech Republic



‘No place like home’

Home dialysis can be best for patients

In Finland, we have been active in home dialysis since the early 1980s. There are about 500 dialysis patients in our hospital district, 35% of whom are treated at home.

We believe that home therapy is best for the patients. Not only does it provide the best quality of life and outcomes, but it also allows for the treatment to be more personalised. From early on, patients are able to choose the treatment best suited to them, thanks to the information available.

It is a win-win-win: for patients to be able to recover at home and get the best treatment, for healthcare professionals to be able to deliver the best care with limited staff, and for society in terms of costs to the economy and healthcare.

One of the biggest challenges we face arises from the ageing population and the growing number of patients with end-stage renal failure. We need the funding, healthcare staff and technology to meet demand.

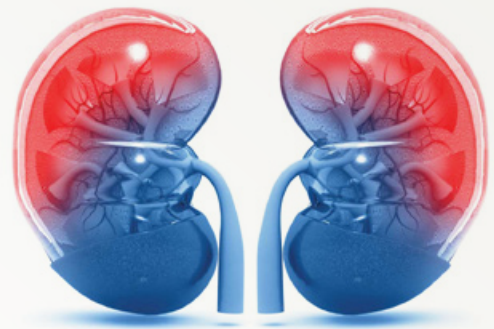
Most dialysis machines are designed for hospital use. We need small, easy-to-use and reliable machines, to allow patients to be treated at home. These machines should also be environmentally-friendly – for example, they should use less water.

If I could ask one thing of industry it would be to take on a bigger role in the health delivery chain for home treatment. Machines are only a small part of the therapy. It would be great to have ready-to-use, all-in-one packages for patients.

This would relieve the burden on the healthcare professionals, helping them focus on their real role: diagnosing patients and providing patients with education so that they can select the best available therapies. □



Dr Rauta Virpi is a nephrologist at the Helsinki University Central Hospital, Finland



perspectives

Did you know?



Online quiz tests public knowledge of medtech

16 members of the public won tickets to the 'Museum of Man' (Musée de l'Homme) in Paris after successfully completing a quiz devised by Medtronic France.

Visitors to this anthropology museum can explore exhibits on human evolution and society, combining biological, social and cultural perspectives.

The online questionnaire – entitled 'Did you know?' – tested participants' knowledge by asking eight questions about the past, present and future of medical devices. A number of questions had a distinctly French flavour, focusing on medical discoveries by French physicians.

The quiz was developed by a cross-disciplinary team with members ranging from clinical and regulatory to marketing and public affairs. A total of 349 people took part and the prize winners were chosen at random.



COMPANY ACTIVITY

The company also had a booth in the museum building presenting Medtronic products which exhibited several devices, ranging from leg prostheses to blood glucose monitors. The booth attracted 15 people per day during MedTech Week, generating considerable curiosity among employees from the company's neighbours – including those from outside the medical sector. □

'Unbreak my bones'

Journalists marvel at granules that can repair broken bones

It looks like coarse salt but the material produced at the Noraker site near Lyon is biologically active. Known as 'BoneGlass', it can be mixed with fragments of real bone and used to mend fractures.

It works by stimulating bone cells, prompting the body to quickly build strong new bones and accelerating the patient's recovery. And then, as if by magic, it 'disappears' by being digested by the body.

It has already been used to help more than a million people with broken bones to recover from painful injuries.

BoneGlass hit the headlines during MedTech Week thanks to a press trip organised by SNITEM (the French association for Medical Devices) on 14th of June to promote innovation in France. 12 journalists attended from top broadcasters and newspapers, including France Television, ARTE, Agence France Presse and Le Figaro.



"What distinguishes BioGlass from other bone substitutes used in surgery is its capacity for bone regeneration, as well as its local antibacterial effects and anti-inflammatory effects," said Céline Saint Olive Baque, Director Noraker.

The breakthrough material is shattering the illusion that 'glass' is fragile and, in the process, putting French medtech innovation in the spotlight. □

Watch your weight

Good doctors, smart watches and stomach surgery can help beat the obesity epidemic

Europe is battling an obesity problem which threatens to spill over into rising rates of diabetes and heart problems. Two major events in France, supported by Ethicon, a division of Johnson & Johnson, have put obesity in the spotlight.

An obesity campaign, hosted by the National Collective of Association of Obese (CNAO) with the support of the French Ministry of Health, was held in late May. Under the tagline 'Time to Act', the initiative aimed to represent obesity as a disease rather than a lifestyle choice.

In a series of media appearances, Anne-Sophie Joly, President of the CNAO, advised people living with obesity to find a doctor who is sympathetic to the condition. Regular medical monitoring and support can help to sustain a healthy lifestyle. She also recommended a smart watch, which she described as her 'guardian angel', and that can provide an achievable programme for healthy eating and exercise.



The patient organisation emphasised the safety and efficiency of surgery for patients whose doctors recommend this option. They also produced a video to mark the European Obesity Days, putting the medical aspects of obesity in the spotlight. The short animation, which circulated widely, featured 'Amanda', a fictitious person living with obesity, and explained the various metabolic changes occurring in her body.

A roundtable event with parliamentarians during a conference run by SOFFCO (the French society for metabolic and bariatric surgery) explored the scale of the crisis and how to address it. Participants were presented with data published in a special report of *The Economist*, a weekly magazine.

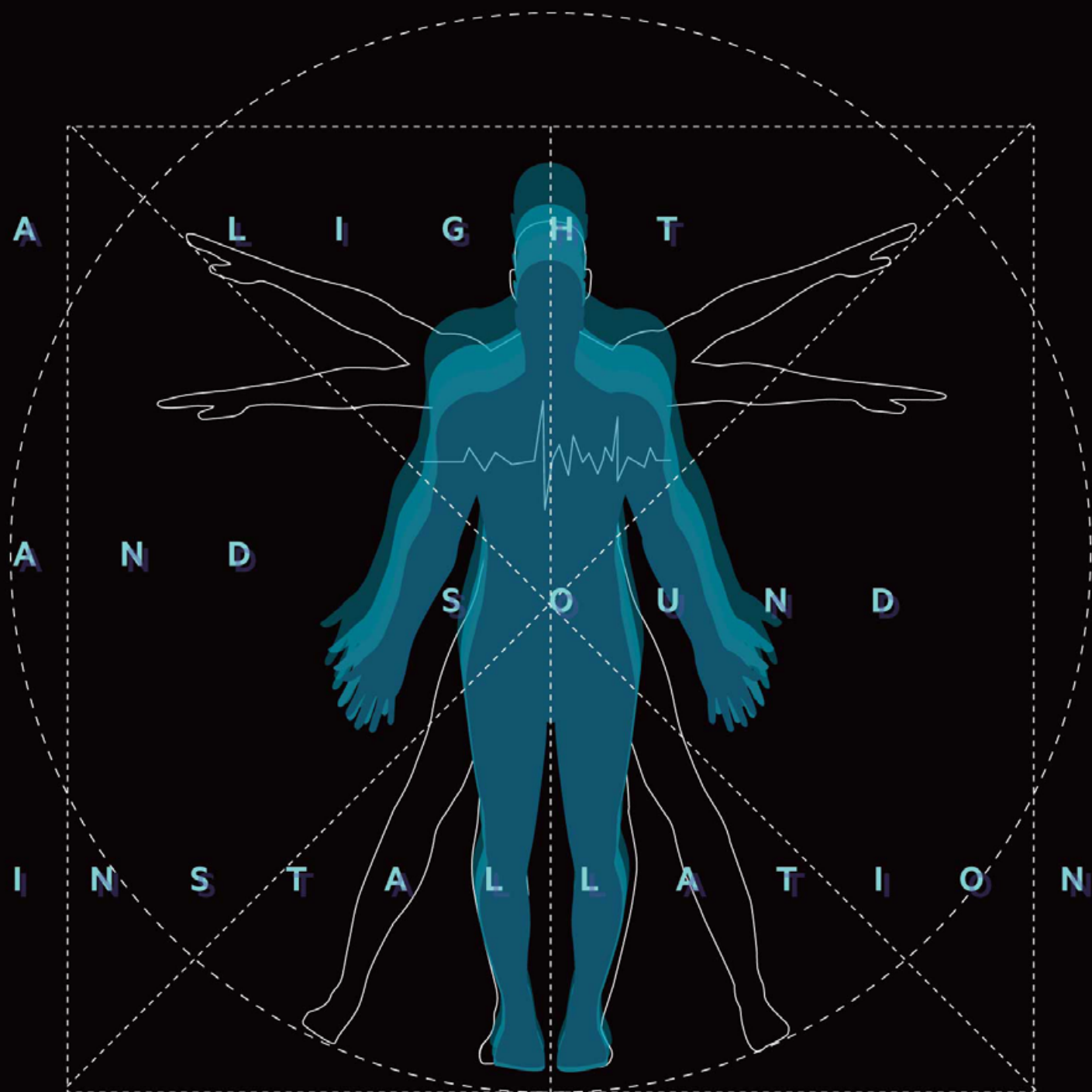
The report – *Confronting Obesity in France* – states that, compared to its European neighbours, France has been slower to take aggressive action against the epidemic. With obesity affecting 15% of the French population, any smart watch will tell you there is no time to lose. □



THE STANDING MEN

Technologies for life

A unique art installation bringing people together to discover medical technologies



EUROPEAN PARLIAMENT ESPLANADE

BRUSSELS

10-13 OCTOBER 2016

Artists: Pierre Amoudruz, Valentin Durif, Victor Roux & David Guerra
Production: AADN - Arts et cultures numériques - Lyon

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MedTechEurope

Medical Training? There's an app for that!

Online course in atrial fibrillation keeps heart doctors up to date



If the heart beats too fast, too slow or with an irregular rhythm it can be life-threatening. However, there are a range of devices and surgical procedures that can rectify faulty hearts.

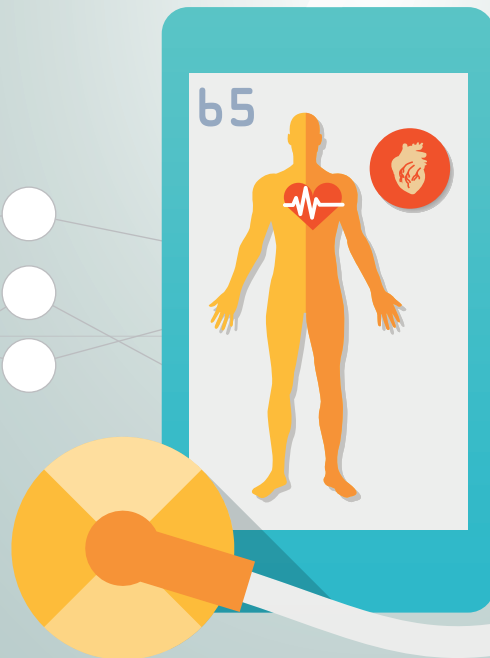
For doctors working in this field, staying up to date with the latest technology is essential but can be challenging. Fortunately, eHealth educational solutions mean that health professionals can refresh their knowledge remotely, through innovative iPad apps, for instance.

Around 100 heart experts in France have embraced an online course on diagnosing and fixing irregular heartbeats. One of the sessions was hosted in Marseille on 16 June.

The digital training modules, developed by Biosense Webster, a Johnson & Johnson company, prepare cardiologists to treat cardiac arrhythmia using modern techniques, such as radio frequency ablation. The iPad app delivers videos, data and quizzes, as well as presents real-life case studies. This interactive tool also allows physicians to virtually 'perform' an interventional procedure using an animated 3D representation of the heart.

The modules were delivered in partnership with a major cardiovascular educational association (UFCV) and the National College of French Cardiologists.

As participants gain a sound understanding of the problems posted by irregular heartbeats, they are better placed to make informed referrals for their patients.



Cutting the red tape

Europe's SME-powered medtech industry faces regulatory challenges



Around 95% of Europe's 25,000 medtech companies are small and medium-sized enterprises (SMEs). Staffed by small, highly innovative teams, they are working to tackle unmet medical need in Europe and around the world.

The numbers speak for themselves. The industry invests heavily in R&D, files more patents at the European Patent Office than any other industry, directly provides over 575,000 jobs in Europe and delivers a positive trade balance of €15 billion.

While small companies are committed to meeting all their regulatory requirements, navigating the time-consuming, complex and unpredictable path from idea to market is a huge challenge.

In recognition of the tailored support that SMEs require, BVMed, the German Medical Technology Association, hosted an SME Forum on 16 and 17 June. Attended by 25 small companies, the focus was on the growing regulatory burdens that SMEs face, difficulties they can encounter when working with notified bodies, and the need for a dedicated contact point within their medtech trade bodies.

Participants emphasised the need for smaller companies to play a proactive role in shaping the regulatory landscape. For Europe to preserve its dynamic SME-driven medtech sector, regulators, policymakers and industry associations will need to listen to the voices of its smallest players. □



BVMed CEO **Joachim Schmitt** emphasises the key role of SMEs in the medtech industry

Taking the pressure off wound services

Demand for wound care specialists is on the rise



Well-trained physician assistants could help to alleviate pressure arising from the growing number of people in need of wound management, according to speakers at a conference organised by BVMed.

Dr Karsten Glockemann, an established surgeon from Hannover, said most wound management is performed by primary care physicians. However, while primary care doctors are well-trained generalists, they may not have the expertise that a wound specialist would have.

Closer interaction with specialists and earlier referral to wound clinics would help to achieve better outcomes for patients, he said, adding that physician assistants will have a role to play in the future.

The conference heard the results of a new study showing the success of modern wound care technologies. The study, conducted by the PMV Research Group in Cologne, also revealed that around 2.7 million people in Germany suffer from complex wounds, with 890,000 of those classified as 'chronic' cases.

"Chronic wound patients are at an advanced age and need above-average levels of care," said Stefan Rödiger, health economist at Lohmann & Rauscher and supervisor of the study for BVMed.

It was also noted that wounds arising from diabetic foot ulcers are more common in men than in women, suggesting intensive patient education of male patients could help to slow the increase in foot amputations.

It was agreed that measures to diagnose and treat wounds as early as possible would minimise the negative impact on patients and services. □



‘We are family’

Researchers of the future come face to face with science

The B. Braun Children and Youth Weeks are an opportunity for children to gain first-hand experience of science and technology. Running from 5-19 June at kindergartens and schools in Melsungen, Germany, it features research workshops and field trips that attract thousands of young people.



The annual events have been running since 2008 and, in keeping with the motto ‘Research needs young talent’, are a source of inspiration for the next generation of innovators.

The festivities kicked off with a Family Day on 5 June at the headquarters of B. Braun, a medtech company with products ranging from diabetes care and wound management to nutrition therapy and surgical equipment. Presentations on physics, chemistry and technology catered to audiences of all ages. Career guidance for teenagers was also available and this year the spotlight was on encouraging girls to pursue careers in science, technology, engineering and maths (STEM).

Perhaps some of those inspired by their experiences will make medtech headlines of their own in years to come. □



Young people were given the chance to tinker with robots, blow giant soap bubbles and spend a day with the fire department at family-friendly events hosted by **B. Braun Melsungen AG**.



Safety first

Surgical 'checklist' can reduce risk to patients

To err is human, or so the saying goes. But in healthcare we strive to minimise the risk of human error.

One way to do this is by training the users of medical technology and following the World Health Organisation's 19-point surgical checklist. The checklist was designed to reduce the rate of surgical complications and, where it was rigorously applied, it worked.

"However, despite the growing evidence demonstrating the effectiveness of the checklist in improving patient safety, the question still remains: how to overcome the barriers to its implementation," said Dr Goran Ribaric, Director, Regional Safety Officer EMEA J&J Medical Devices. "We don't believe it is possible to foresee every possible risk, but an organisation that has gone through the process of demonstrating that hazards have been identified, controlled and monitored will be more resilient in the face of unexpected events."

Dr Ribaric was speaking at a conference at the European Surgical Institute (ESI) on 22 June, supported by Johnson & Johnson. The event, entitled *'Patient Safety in Surgery: Partnering for*

Best Patient Outcomes', attracted 200 participants who listened to presentations from top surgeons, including Prof Thilo Wedel, University of Kiel; Prof Hendrik Schimmelpenning, Neustadt, Germany; Prof Heiko Graichen, Lindenlohe, Germany, and Dr Tan Arulampalam, Essex, United Kingdom.



The conference explored the influence of human factors on patient safety in surgery, as well as the role of continuous professional education and the challenges arising from keeping up with rapid technical innovation.

Reducing risk is never easy, but just as the aviation industry found ways to significantly reduce the scope for human error through pilot training and fail-safe systems, the risks arising from surgery can be controlled. □

Through the keyhole

Training surgeons in keyhole surgery gets patients back on their feet quickly



Surgery to remove the gallbladder or appendix has been saving and improving lives for decades. Now keyhole surgery is ensuring shorter recovery times.

Gallstones can cause severe pain and jaundice, and are sometimes associated with serious complications. These small fatty stones can be removed by making a large surgical incision in the abdomen.

But modern laparoscopic surgery, also known as keyhole surgery, allows doctors to achieve the same results by working through much smaller incisions – usually between 0.5 and 1.5 cm. Patients are back on their feet much more quickly when laparoscopic surgery is available.

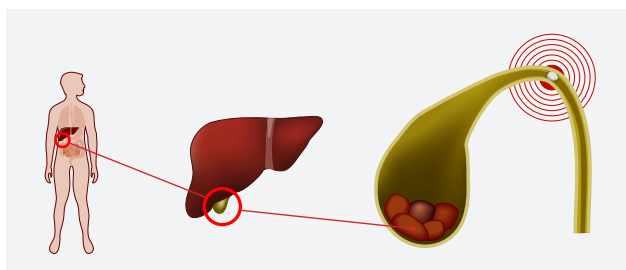


COMPANY ACTIVITY

A basic training course providing physicians with an introduction to keyhole surgery was organized at the Aesculap Akademie in Tuttlingen, Germany, from 13-16 June, with the support of B. Braun.

The programme focused on gall bladder removal but also provided an overview of how laparoscopic surgery can be used to remove the appendix and repair hernia. Theoretical training was complemented by practical exercises.

Support for medical education can play a vital role in improving access to the latest advances in medicine and surgery, delivering better outcomes for patients and greater efficiency for health systems. □



I telemonitoring

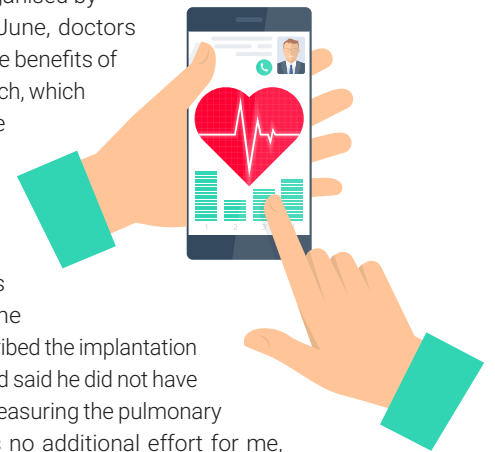
Patient praises heart checks from home

Patients with heart failure need continuous monitoring and care for the rest of their life.

In the past, this could only be done through regular checks at the hospital but a new system uses sensors to monitor pulmonary artery pressure remotely, allowing 24/7 distance monitoring.

At a press conference organised by St. Jude Medical on 16 June, doctors and a patient described the benefits of this telemonitoring approach, which reduces patient risk, while improving quality of life.

Ronald Sandvoss, a patient living with heart failure, described his experience of having the device implanted. He described the implantation of the device as “gentle” and said he did not have to stay long in hospital. “Measuring the pulmonary arterial blood pressure is no additional effort for me, because it’s so easy,” he said. “The ongoing measurements make me feel safe and well taken care of.”



At the first sign of a problem, Ronald’s doctor – Professor Birgit Aßmus of the University Hospital in Frankfurt – is notified through data transmitted wirelessly. Based on this information, the patient’s medication can be adjusted swiftly.

Professor Aßmus explained the results of a clinical study of 550 patients. The result was that – after only six months – the hospitalisation rate for patients who had the device implanted was reduced by 28%. After 15 months, the number was 37%.

“At the same time, this group of subjects showed an improved quality of life compared to the control group, as measured by the six-minute walk test,” Professor Aßmus said. This test, a standard way to assess the health of patients with heart and lung problems, measures how far the patient can walk on their own in six minutes.



COMPANY ACTIVITY

The event showcased a technology which, like many of the new generation of medical technologies, delivers value to patients, physicians and the healthcare system. □

Can smart spending *save* money?

Slashing investment in innovative technologies may be a false economy – even in times of crisis



If your business is spending more than it takes in, it might be time to cut your costs. But selling your critical assets like phones, computers or delivery vans will only make matters worse. The goal should be sustainability.

The same principle applies to those who manage health budgets in austerity era. Leading economic thinkers say medical technologies should be seen as part of the solution to the pressures health systems face.

Professor Ioannis Yfantopoulos

explaining how the medical technology industry can contribute to sustainable health systems, at the Chamber of Commerce and Industry of Athens.



"Medical biotechnology, despite the economic crisis, presents significant growth opportunities," says Professor Ioannis Yfantopoulos, Professor of Social Politics and Health Economics at the University of Athens. "It contributes strongly to employment as well as boosting the economic outlook of our country."

Speaking on the value of medtech for sustainable health systems at the Athens Chamber of Commerce and Industry, Professor Yfantopoulos said the contribution of technologies to economic development had been promoted by so-called 'classical economists' since the 18th century.

The lecture, organised by SEIV, the Greek Association for the Health, Research and Biotech industry, took place on June 15 and was attended by 100 representatives of government, hospitals, insurers, patient groups, industry and the media. It was one of several high profile events led by SEIV.

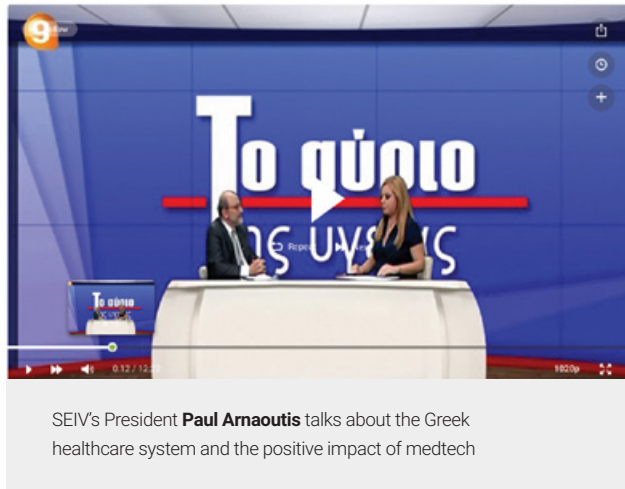


"We contributed to national television and radio debates during MedTech Week where the value of medtech and sustainability of healthcare were a key focus," said Paul Arnaoutis, SEIV President. "We also shared a medtech quiz on our website and social media channels." □

(Tele)Vision for healthcare



Value of medical technologies to patients and economy highlighted in TV interview



“Prevention is better than a cure,” said Paul Arnaoutis, President of SEIV, quoting Hippocrates – the Greek physician often called the Father of Western Medicine.



On 17 June, Mr Arnaoutis appeared on the TV show *Health's Day After* on Channel 9 where, through the course of a 25-minute interview, he outlined the value medical technologies can bring to patients and the health system, the positive impact the industry has on the economy, and some of the challenges facing companies operating in Greece.

Mr Arnaoutis took the opportunity to discuss the events taking place across Europe during MedTech Week and highlighted the 575,000 jobs created by the industry's 25,000 companies.

Addressing the current state of Greece's health system, he noted the problems medical technology suppliers face in getting paid by hospitals. He stressed that financial pressures can also threaten patient safety, particularly if cheap alternatives are favoured over quality products.

“Under these difficult circumstances, Greek companies and suppliers are doing a great job in keeping the hospitals running, ensuring they are able to offer valuable consumables and medtech equipment to their patients,” Mr Arnaoutis said.

Looking ahead, he said eHealth and technologies that support healthcare outside the hospital setting would play an important role in ensuring the sustainability of health systems. □

Join us
next year!

**19-23
June 2017**

Find out more on

www.medtechweek.eu



#medtechweek

Making waves on the radio



A week-long radio campaign helped put medtech on the map



European MedTech Week 2016

Twitter competition

Tuesday 14 June, 10:00-17:00

European MedTech Week is a week-long programme of events and activities across Europe to raise awareness and create a conversation about medical technology. This is the second year that countries are coming together to showcase the industry with MedTech Week taking place 13-17 June.

Twitter competition

Tweet us what medtech means to you
All tweets **must** include #MedTechWeek and @IMDAIrishMedTec

Prize: 3x €100 prizes for best and most impactful tweets

Winners will be selected by MedTech Europe

MedTech can improve health and save lives...

Such technology can enable doctors to make an 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...

New technology employed in modern knee surgery for example, means you're fit to leave hospital in just a few days and get on with your life - whether it's playing for your local sports club or just walking the dog...

Such 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 allow the whole family a better quality of life...

Did you know...

Medtech in Ireland employs 29,000 people across 400 companies

Is recognised as one of the top 5 global hubs

Exports reach over 100 countries worldwide

Tune in during MedTech Week to George Hook on Newstalk from 4.30-7.00 to hear more about the sector.

newstalk.com
106-108



Talk radio is a powerful forum for debate in Ireland where more than 80% of people listen to the radio regularly. The average listener tunes in for four hours a day and 'drive-time' evening programmes are among the top-rated shows on the airwaves.

The Irish Medical Devices Association (IMDA) partnered with *The Right Hook* on Newstalk 106FM, a leading evening programme with around 145,000 listeners nationwide, from 13-17 June. The goal was to build awareness of how medical technology saves and improves lives.

The audience learned about the value of early diagnosis and how medtech brings together specialists from engineering and IT to solve major healthcare problems.

The Association also took the opportunity to promote its Clinical Innovation Summit at the Royal College of Surgeons in Ireland (RCSI) by arranging an interview with Professor Richard Costello of the RCSI. He described medical innovation as "extraordinary" and praised the contribution the industry has made to global health and to Ireland's economy.

"When I started working in medicine people who had a heart attack were admitted to a coronary care unit for a week or 10 days and would then spend another couple of weeks in hospital," he said. "Now somebody can have a stent put in and be home in two or three days." □





Fuelling the growth engine

Despite the medtech industry not being a big employer and a top export sector, a new survey shows most people do not understand it.

Ireland's medtech sector provides thousands of jobs and has seen exports quadruple over the past decade, making the Emerald Isle one of the world's top 5 medtech hubs.

However research by the Irish Medical Devices Association (IMDA) and polling company Red C reveals that this success story has yet to capture the public imagination. Just over half (53%) of those surveyed said they were aware of the sector, however only one third (33%) said they understood it.

Once medical technologies had been explained to participants, more than half said they knew someone working in medtech – hardly surprising in the country

where 75% of the world's orthopaedic knees are produced.

In a bid to boost public awareness, the organisation shared the results of its survey with the media and ran a radio campaign during *The Right Hook*, a popular radio talk show, from June 13-17. "European MedTech Week is a great opportunity to help demystify the medtech sector and encourage people to feel empowered by this technology that saves and improves lives," said IMDA Director Sinead Keogh.

Will these high profile events, supported by a dynamic social media campaign, help to change how the public views medical technologies? Perhaps future surveys will reveal all. □



Above: "New facility will include operating room to develop teams working together", says **Oscar Traynor** at the Clinical Innovation Summit

Top: Participants of the IMDA Skillnet Driving Operational Excellence through Lean Leadership programme take a break outside the **Nexus Innovation Centre, at the University of Limerick**, to promote #MedTechWeek

Scoring Ireland's healthcare goals

Ireland's health minister praises medtech sector's role in the economy and healthcare



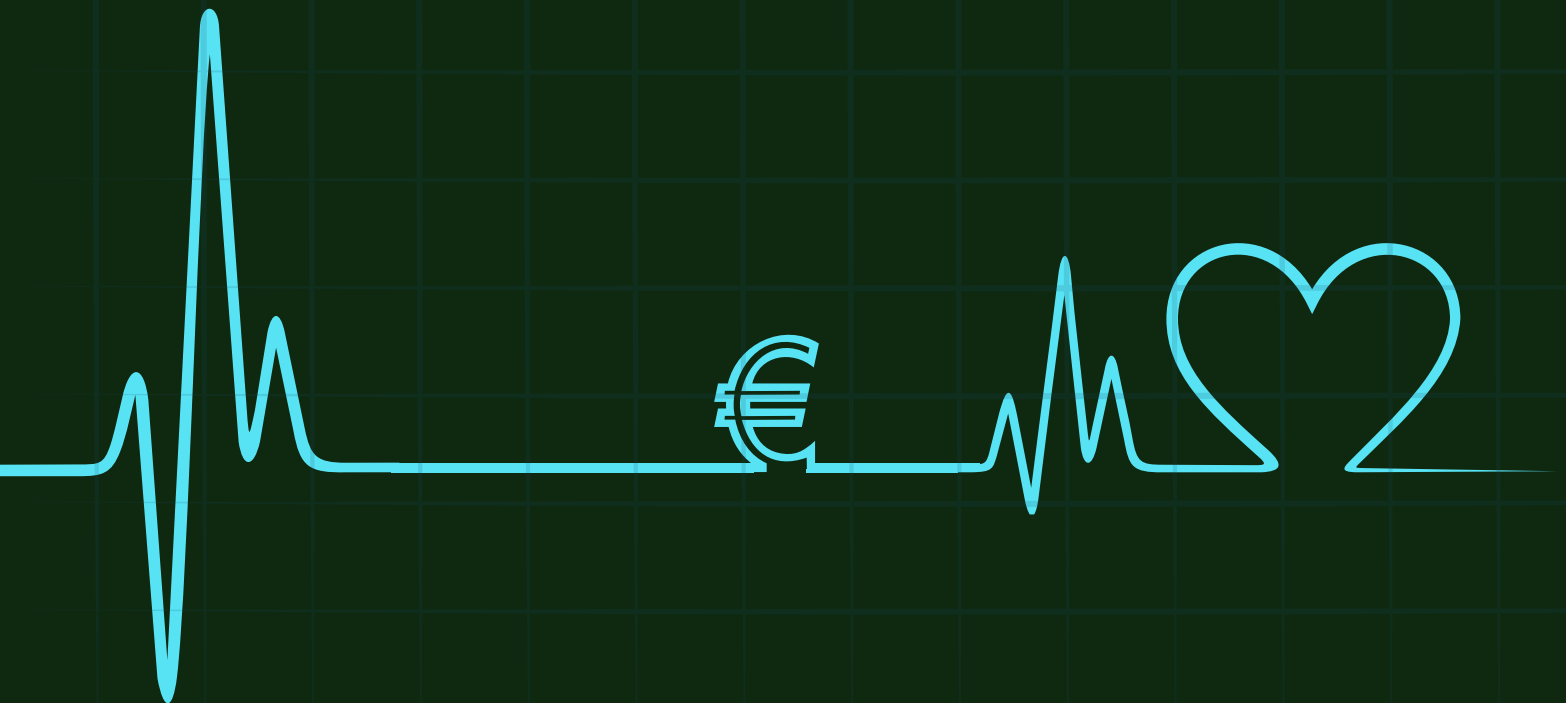
A Clinical Innovation Summit was held on June 14 at the Royal College of Surgeons, Ireland, to promote the country's medical research ecosystem. Entitled 'Industry-Clinical Collaboration for Better Patient Outcomes', it was attended by health professionals, industry representatives and politicians.

The event, organised by the Irish Medical Devices Association (IMDA), explored the supportive networks that have built up around Ireland's medtech sector, including large and small companies, academic researchers and clinicians, and a host of training programmes designed to boost skill levels.

Speakers at the meeting included representatives from Ireland's Health Research Board, the BioInnovate medtech training body, and The Health Innovation Hub which focuses on commercialising biomedical science.

The keynote address was delivered by Ireland's recently-appointed Health Minister, Simon Harris. He emphasised the industry's role in generating employment, collaborating with academia and in improving health outcomes for citizens.

"The medical technology sector in Ireland is of prime importance, both within healthcare settings and in the wider economy," said Minister Harris. "It is a key player in achieving Ireland's healthcare goals." □



perspectives



Patients: a new class of expert

All stakeholders at the table have a role in boosting access to treatment



There is a positive and growing interest in involving patients in research, development and conversations on access to treatment. However, such involvement is more efficient when patients are knowledgeable in methodologies and principles.

The number of 'educated', informed patients and patient advocates is also rising, although there is still a long way to go. Initiatives like the Innovative Medicines Initiative (IMI)-funded Patients' Academy (EUPATI) are crucial in encouraging the meaningful involvement of more patients in healthcare policy and decision-making.

The next obvious step for me is finding ways to expand EUPATI to patients interested in medtech treatments. This would be an excellent opportunity both for patients and the industry in my opinion.

I would love for patients to have guaranteed access to reliably safe and affordable treatment. I also would like to see patients being involved from the beginning in legislation like the Medical Devices Regulation (MDR) and patient input being incorporated into the development of medical devices.

The medtech sector could engage more in multi-stakeholder discussions about the ethical and societal aspects of medtech product development. I think the EFGCP Medical Technology Stakeholder Alliance can play a great role in providing concrete solutions as a 'think-tank' in moving the implementation of the legislation along. □



*Dr Ingrid Klingmann is
Chairman of the European
Forum for Clinical Practice
(EFGCP)*

Getting to the heart of health policy

Regulations must promote safety, clinical outcomes and innovation



A group of 15 high-level politicians and policymakers from Italy and EU institutions toured the Smiths Medical manufacturing plant in Latina on 13 June.

The group included Giovanni La Via MEP, Chair of the European Parliament ENVI Committee; Sesa Amici, Italian State Undersecretary, Presidency of the Council of Ministers; Marcella Marletta, General Manager, Italian Ministry of Health; and Pietro Calamea, Italian Ministry of Health Director, Clinical Trials.



The visit, co-organised by the Italian Association for Medical Devices and *in vitro* Diagnostics Assobiomedica, was an opportunity to see the production of vascular access devices. It also featured a roundtable debate on new EU rules on medical devices and the Italian government's efforts to increase safety standards, while stimulating industry investment in innovation.

Representatives of Smiths Medical said the measures to increase patient safety are welcome, adding that Europe must maintain its advantage in swiftly bringing safe, advanced and innovative technologies to patients. "Patient safety and improving clinical outcome are always our ultimate goal in all the areas where we operate," the company said.

This was echoed by Vincenza Ricciardi, Director of Regulatory Affairs at Assobiomedica. "Technology must be the common denominator in developing innovative solutions that consider the costs to the health system while preserving Europe's position as the global example of secure and affordable devices," she said. □



Assobiomedica: **Giovanni La Via**, Chair of the European Parliament ENVI Committee and **Maria Teresa Amici**, Italian State Undersecretary, are presented how vascular access devices are manufactured.



La dolce vita

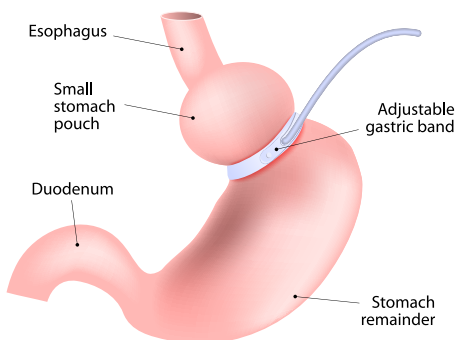
Stomach surgery can add three good years to life



COMPANY ACTIVITY

Obesity can cause major health problems but lifestyle changes, medication and surgery can help.

A conference in the University of Padova, supported by Medtronic, highlighted the role of the Venetian Obesity Network in addressing this major medical and social challenge. Over 120 participants attended, including health professionals, scientists, economists and journalists.



By taking a multidisciplinary approach, the network connects clinicians, patient associations, scientific societies and companies, and seeks to create a new model for managing obesity, which could be replicated across Europe. The network

is applying a new diagnostic therapeutic pathway and sharing its experience widely.

“This diagnostic therapeutic pathway empowers clinicians, ensuring error reduction, rationalisation of costs, continuity of care and quality improvement,” said Roberto Vettor, Coordinator of the Venetian Obesity Network.

The conference was also told that surgery to reduce the size of the stomach, known as bariatric surgery, is an option for some patients. It can help them lose weight and contain long-term healthcare costs, according to Lorenzo Mantovani, Associate Professor at the Center for Public Health, University of Milan Bicocca.

“Bariatric surgery gave each patient 3.2 Quality Adjusted Life Years (QALYs) – that’s more than three years of life lived in good health,” he said. “It also delivered a reduction of cost per patient of €11,384.”

The event received widespread media coverage, helping to highlight the urgent need to improve the management of obesity and promoting the network as an effective solution. □



An audience of 120+ participants listen to a presentation of a new diagnostic therapeutic pathway in addressing obesity by the **Venetian Obesity Network**



Vital signs of progress



COMPANY ACTIVITY

Simple 'finger cuff' provides information about the heart in real time



Edwards / BMEYE BV ran an afternoon symposium in Amsterdam on the 15 of June to demonstrate their non-invasive finger cuff technology.

The product provides continuous measurements on cardiac output, blood pressure and other important haemodynamic parameters.

The event included a welcome address by Herko van der Weij, director Edwards/BMEYE BV and a guest lecture by Martijn van Mourik, Chairman of the Dutch Association for Technical Medicine. □



perspectives



‘Hip hip hooray’

Better hip replacement technologies mean shorter recovery times



I perform around 300 hip replacements a year. Patients come to the hospital with significant hip pain and have a limited range of motion or, in some cases, may be completely immobile. Hip replacement surgery transforms their health and quality of life. To see this transformation is really satisfying.

As an orthopaedic surgeon, one of the major challenges is to make healthcare more patient-centred. We’ve come a long way but there’s still a lot to do. More connectedness in healthcare – for example, through high-quality apps that explain surgery using video – is a great way of being more patient-focused.

Innovative, high-quality medtech can also help to tackle the challenges we face. The ability to place quality, durable prosthetics in a comfortable and stable position can enhance patients’ recovery post-surgery and significantly improve their quality of life and long-term outcomes.

In terms of hospital stay and recovery, achieving quick turnaround times is an important way of tackling high healthcare system costs.

Decision-makers and healthcare budget-holders discourage the use of new technological innovations but we badly need these technologies. Instead of being able to use the latest medtech products that improve patient care, some governments only provide access to the cheaper devices.

However, I believe these new devices are an investment and will deliver cost-savings in the long-term as patients can recover more quickly and get back to living their lives again. □



Dr Stephen Vehmeijer
is an orthopaedic surgeon at
Reinier de Graaf Hospital
in Delft

Healthcare's unsung heroes



Advances in laboratory
medicine offers patients
faster diagnosis

A patient's chances of recovering from ill-health can depend on getting the right treatment as soon as possible. Making crucial health decisions requires information. That's where diagnostic technologies come in.

Medical laboratories play a vital – but sometimes unseen – role in the health system. Frontline health workers often ask a patient to give a blood or urine sample, which is sent off for tests. But, as far as these samples are concerned, the real action is in the lab.

Advances in diagnostics, both in terms of speed and accuracy, have helped to support proper decision-making by doctors for the benefit of patients. Perhaps there is an infection or an early marker for cancer. Or maybe the patient will get the all-clear and no intervention will be needed. Whatever the case, med lab scientists have the skills and tools to find the answer.

At the 'Laboratory Medicine 2016' conference in Józefów, Poland, from 13-15 June, the latest diagnostic solutions were on display. The event was hosted by the Polish Association of Laboratory Diagnostics (PTDL) with the support of Beckman Coulter Polska and the Polish diagnostics trade association, IPDDL.

Over 200 lab managers and researchers in laboratory medicine were on hand to hear presentations by the leading lights in the field.

Key participants included Prof Bogdan Solnica, PTDL President; along with Dr Elżbieta Puacz, Prof Maciej Szmitkowski, Prof Marek Paradowski, Prof Krystyna Sztefko, Prof Grazyna Odrowaz-Sypniewska and Prof Bogdan Mazur.

The conference also featured an exhibition of medical equipment in areas such as biochemistry, immunochemistry, urinalysis and microscopy.

Participants had the opportunity to familiarise themselves with modern technology and learn more about their practical application during the lectures. A report on the event featured in the magazine *Diagnostyka Laboratoryjna*. □



Participants to the **Laboratory Medicine 2016** conference discovering diagnostic technologies.

perspectives



A vision for better hearing

Auditory implants deliver long-term savings



For me, there are three equally important challenges for the healthcare system and my profession: costs, lack of awareness and lack of education. Initiatives such as the MedTech Week can help to spread information and raise public awareness about the value of medical technologies.

Over 360 million people suffer from hearing disabilities worldwide, many of whom are from low-income countries. They often do not get to benefit from the latest technologies.

I would ask governments to make more funds available so that patients have the opportunity to benefit from auditory implants. There is a growing body of evidence on the benefits of these devices and the long-term savings they bring to the healthcare system.

The technologies we have are powerful, but they are also complex. We will need to educate healthcare professionals on how to use devices. New courses at universities will be required to overcome the challenge of education in such a new field. Cooperation between industry and academia in this area will be paramount.

Support for future innovation is essential. My vision is to get to a point where we can produce artificial sensory organs that function better than an actual human organ. □



Dr Arthur Lorens runs one of the largest auditory implant programmes in the world at the World Hearing Centre in Warsaw, Poland

Medtech vs Superbugs

in vitro diagnostics can help to cut healthcare-associated infections



Every year 37,000 people die in Europe as a result of hospital infections, according to the European Centre for Disease Prevention and Control (ECDC).

In some cases, the deaths are caused by drug-resistant bacteria – commonly known as ‘superbugs’ – which do not respond to antibacterial medicines, thus preventing infected patients from being effectively treated.

Among the major causes of this resistance is incorrect use of antibiotics. For example, antibiotics can help to combat bacterial infections but are useless against viral illnesses. Despite this, many patients are still prescribed antibiotics when they are battling a virus.

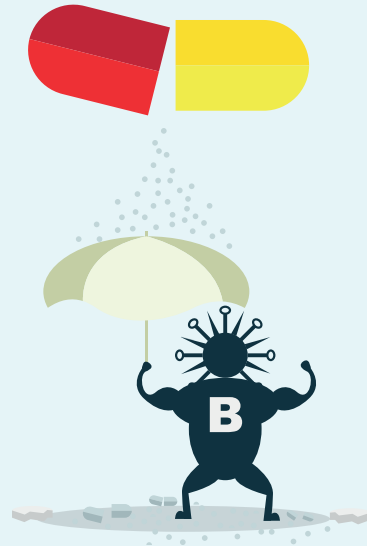
Not only is this an ineffective treatment, it also gives bacteria an opportunity to develop resistance. As a result, the next time you really need an antibiotic, it may not work because the bacteria are resistant.

Swift and accurate diagnosis can help identify the correct cause of illness. This would allow doctors to avoid using antibiotics for viral illnesses or, in cases where a disease could be caused by one of several bacteria, help them to choose the right antibiotic to kill the bug. The role of *in vitro* diagnostics in addressing the enormous challenge posed by healthcare-associated infections (HAIs) was addressed at a debate supported by APIFARM.

The event took place at the Centro Cultural de Belém in Lisbon and was attended by nearly 200 policymakers and hospital administrators, including Prof Correia de Campos, a former health minister, and Dr Francisco George, Portugal’s Director General for Health.

Dr Dilip Nathwani, Professor of Infectious Diseases at the University of Dundee, Scotland, said an integrated approach would be needed to defeat HAIs, encompassing public awareness, surveillance, measures to support innovation, international cooperation, and the rapid and effective adoption of diagnostics.

“Rational management of antibiotics should be a priority within integrated infection prevention programmes,” he said, adding that hospital laboratories would play an important role in this crucial battle. □



INFEÇÕES ASSOCIADAS AOS CUIDADOS DE SAÚDE: O CONTRIBUTO DOS DIAGNÓSTICOS IN VITRO

HEALTHCARE-ASSOCIATED INFECTIONS: THE CONTRIBUTION OF IN VITRO DIAGNOSTICS

28 DE JUNHO DE 2016
28th JUNE 2016

DIAGNOSTICAR
IDENTIFICAR ANTECIPAR DECIDIR

opifarma

Training the next (re)generation

150 surgeons attended a symposium presented by world-class experts

The two-day symposium on 16-17 June was hosted in Lisbon by Integra and attracted guests from Europe, the Middle East and the United States.

Among the hot topics on the agenda of the 'International Tissue Technologies Symposium' were an overview of surgical techniques in areas such as dermal reconstruction and regeneration, and plastic and reconstructive procedures.

Providing training and education symposia for specialists is one of the many valuable contributions medtech companies can make to the health system. By ensuring that surgeons are *au fait* with the latest techniques and technologies, skill levels are enhanced and patient outcomes are improved.



COMPANY ACTIVITY

"Our vision is to provide soft tissue repair technologies that improve patients' lives, and we are proud to host an event where attendees can share best practices and techniques," said Stephane Corp, Integra's Vice President, Orthopaedics & Tissue Technologies, EMEA. "We look forward to working with the surgeons around the globe who share that vision to further research in regenerative products and techniques." □



Over 150 attended a training and education symposium organised by **Integra Lifesciences** on reconstruction and regeneration surgical techniques



Start spreading the news

TV, radio and print media embracing the medtech value message



Around 10% of the Portuguese population read, heard or saw positive media coverage of medical technology during MedTech Week, thanks to a multi-media communications blitz by APORMED, Portugal's largest medical devices trade association.

"We want everyone to know that medical devices save lives and are fundamental for the prevention, diagnosis, treatment and recovery from numerous diseases and medical emergencies," explained João Gonçalves, Secretary General of APORMED.

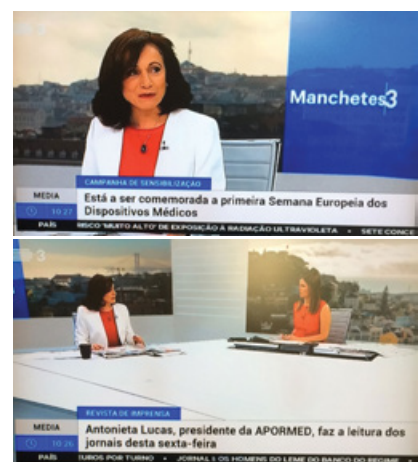
Writing in several print and online publications, Mr Gonçalves also stressed the value medtech delivers for Portugal, not just in terms of health gains and quality of life but also to the long-term

sustainability of the health system itself.

"Medical device companies contribute to the sustainability of health systems, putting innovative devices on the market, which are the result of major investments in research and development," he said.

In addition to the print media, APORMED President Antonieta Lucas represented the industry on the RTP television station. She participated in the daily press review and spoke about the contribution of medical devices to society.

The industry also had a strong presence on the airwaves thanks to a series of 'Apormed Minute' radio spots. These 60-second clips ran on TSF national radio station and the regional station RVE from 13 to 17 June. □



APORMED President **Antonieta Lucas** discusses the value of medtech at the daily press review of the RTP TV channel

perspectives



Ending the cancer treatment inequalities

All Europeans should have access to optimal cancer care regardless of where they live

More than 10 million people in Europe have cancer. Surgery and radiotherapy are cornerstones of cancer treatment and the advances made in recent years have been crucial in improving survival.

At the European Cancer Patient Coalition (ECPC), we see the continuous evolution of these technologies as being of primary importance for cancer patients. Not only do they improve outcomes, they also decrease toxicity levels, cut rehabilitation time and improve patients' quality of life.

We see mHealth playing an important role in providing new solutions to old problems. In particular, patient-reported outcomes have been greatly improved through advances in mHealth, making communication between patients and healthcare professionals easier and faster.

However, access to essential cancer treatments and expertise varies considerably from country-to-country and region-to-region within the EU.

For example, more than 65% of cancer patients in Romania who should have access to some form of radiotherapy, do not. At the same time, certain other European countries such as Belgium and the Netherlands actually have more radiotherapy capacity than are needed for their cancer patient population.

In general, there are not enough trained experts to help treat cancer patients appropriately. This happens regularly within countries, where patients do not have the same access to care as their fellow countrymen because of the region in which they reside.

The lack of access to technology and specialists serve to increase inequalities in outcome across EU countries. This is not acceptable in 2016 Europe. We want to ensure all patients receive an appropriate standard of care. Our number one priority at ECPC is to tackle inequalities in cancer care and outcomes. □



*Francesco Florindi,
European Cancer Patient
Coalition
(ECPC)*

perspectives



Hearing the voices of ear experts

Implanting life-changing cochlear implants is rewarding work



I'm the head of a busy university hospital department and I'm also the Secretary General of IFOS – the International Federation of Otorhinolaryngological Societies. My medical specialty deals with conditions of the ear, nose and throat.

Our team helps to improve people's lives every day. One of the most challenging areas of our work is treating those patients with head and neck tumours. We work with a multidisciplinary team to carry out sophisticated and highly complex surgeries.

Another important area is helping patients with congenital hearing loss. This is very complicated, particularly for children with hearing impairments. To be able to carry out life changing surgery and provide patients with an implant and thus the opportunity to hear again is hugely rewarding.

Indeed, by implanting a cochlear implant in the ear of a child, you are forever connected to that child and their family, right through to their adult lives. You can see them grow and develop and enjoy a happy and successful life as they return for check-ups, not impaired or held back by a loss of hearing.

Technologies like this are crucial but not always accessible due to a lack of financial resources. Governments and international organisations can play a role in influencing policy in lower income countries. I see this influence first-hand in my role at IFOS and working with my international colleagues.

We need to work together to have a positive impact on even more children by giving them access to innovative technologies and skilled health professionals. □



Prof Milan Profant is an ear, nose and throat specialist based at the University Hospital in Bratislava, Slovakia



Does size matter?



Smaller devices and minimally-invasive surgeries are significantly reducing hospitalisation costs and recovery times



Vertebral fractures can take months to heal, often causing people to miss work and seek rehabilitation therapy. Until recently, surgery was an invasive option with a long recovery time.

“Today we can use technology that carries a balloon which inflates, moving the vertebra to its correct position,” explains Pavol Lepey, Country Director for Medtronic in Slovakia and the Czech Republic. “Then the balloon fills with biological cement. The vertebra is functional again and the patient can walk after three days.”

In an interview with weekly business magazine, Trend, Lepey said the latest technologies are better for patients. “New types of therapy are more targeted and less invasive.”

Modern replacement heart valves, for example, can be implanted through a vein rather than opening the chest. Not only does this accelerate recovery and reduce the time spent in hospital, it means less risk of infection.

While competition from low-cost imported products and problems with late payments from public hospitals remain an issue, Medtronic is playing its part in making Slovakia’s health system ‘technology ready’. The company is helping to upgrade operating theatres and partnering with medical schools to ensure the next generation of doctors is up to date on the latest innovations. □



(Re) Construction Work

Every day I use medtech to repair broken bones after trauma injuries

The majority of my work involves adult trauma patients and my particular focus is on elbow, hand and wrist trauma and reconstructions. It’s a busy, challenging role with complicated procedures, especially when it’s a poly-trauma patient with multiple severe injuries.

My job as a trauma surgeon is to regenerate the injured part of the body, restoring its function as closely as possible to its previous level.

When I started in medicine, the technology available was fairly basic. In the meantime, there has been a significant improvement due to technological advancement and innovation. Tools for implantation and surgical instruments have been enhanced considerably, helping to treat patients with injuries and improve their outcomes.

I would like to see the rehabilitation needs of poly-trauma patients addressed appropriately. Ensuring that rehabilitation support is provided is crucial as patients are at risk of additional complications, which could have a major impact on their recovery. □



Prof Matej Kastelec is a paediatrician at the University Medical Centre in Ljubljana, Slovenia



Finding funding faster



Expert advice can help identify funding opportunities for R&D and innovation for the medtech industry



Investment in research and development, and in translating scientific ideas into the innovative products that the healthcare system needs, is a major challenge.

For busy health professionals, academics, medtech start-ups or research centres, it can be time consuming and bewildering trying to find your way through the maze of funding schemes.

That's why expert advice from trade associations and specialist consultancy services can be invaluable. FENIN, the Spanish Association for Medical Devices and *in vitro* Diagnostics, in collaboration with the F. Iniciativas consultancy firm and the Centre for the Development of Industrial Technology (CDTI), hosted a training seminar in Barcelona to help identify various sources of public funding at regional, national and international level.

The session heard from several experts, including Juan Luis Romera of the Health Department at the CDTI, and also offered practical guidance on how to apply for funding.

"The goal of this seminar was to identify the best opportunities for companies and assist their preparation of proposals for innovative projects," said FENIN. □



The goal of this seminar was to identify the best opportunities for companies and assist their preparation of proposals for innovative projects



Designer devices

Designers play a key role in medtech products



What comes to mind when you think of designers? Fashion designers? Web designers? Maybe even architects or interior designers?

Designers have a role in solving all kinds of problems, including many of the challenges that need to be overcome when creating new medical devices. They choose materials and select shapes that are easy to use or, in the case of implantable devices, figure out how a product will work within the body.

On 15 June, FENIN co-hosted a workshop to promote the results of the *Ovomax Project* – an EU-supported initiative to develop an online course on how to design and make devices.

The event, co-organised by the Valencia Biomechanics Institute and the AIDIMME training institute, focused on the content that should be included in an online training course. These include modules on anatomy and surgical techniques, as well as a module on product quality.

An online design course of this kind could be a valuable resource not just for design departments in medtech companies but also for those working in manufacturing, quality, regulatory, commercial and marketing departments.

In addition, an adapted version of the curriculum could be used to develop a course for health professionals, introducing them to the role of designers in developing medtech solutions.

The *Ovomax* project, which began last year and runs until 2018, is part of the EU Erasmus+ Programme and will produce an e-learning tool in English, Spanish, Polish and Hungarian. □



From left to right: **David Gejo**, AJL OPHTALMIC
Maria Alaez, FENIN / **Luis Portolés**, AIDIMME / **Andrés Peñuelas**, IBV

MEAT the future of healthcare tenders



Medtech can deliver game-changing value to the healthcare system

When it comes to buying new hospital equipment, there are two main options: one is to choose the cheapest product that meets certain basic criteria; the other is to select the 'most economically-advantageous tender' (MEAT).

The first option is all about price, whereas the second takes a broader view. For example, a product that costs more but lasts longer is better value than its cheaper rival.

It can get more complex. What if one device is associated with shorter recovery times for patients, saving the health system money overall? Or how about products that accelerate the patient's return to work, boosting the wider economy? Or catch diabetes early, cutting risk of future complications?

Making these calculations can be complicated, particularly when the buyer does not benefit from savings made later or in another part of the economy.

The value-based approach is favoured in the EU directive on public procurement but not all countries have embraced it yet.

"In general, governments do not realise that changing technologies can deliver savings that are sufficient to pay for the technology itself," Ignacio Lopez, President of the Technology Sector and Clinical Information Systems at FENIN told a debate hosted by Redacción Médica, a weekly digital publication focused on health issues.

"The purchase of technology should be based not so much on the price as value – the contribution the product makes to the healthcare process," he said.

To achieve this, more data on patient outcomes and the impact of technologies on the wider health and economic system will be needed. □

Giving prizes for giving back

Medtech companies win awards for CSR projects



The medical technology industry makes a broad contribution to society. The FENIN Corporate Social Responsibility (CSR) Awards recognised companies' commitment to improving society, the environment and quality of life of the population.

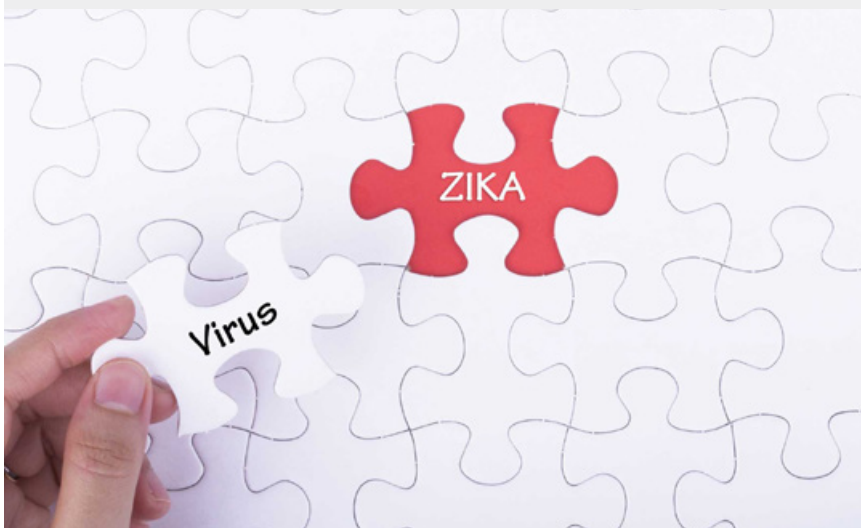
Now in its fifth year, the CSR Award-winners for 2016 were chosen by an expert Jury which included Julio Ancochea, coordinator of the Spanish Society of Respiratory and Thoracic Surgery and Antonio Alvarez of the Spanish Federation of Neuromuscular Diseases (ASEM), along with representatives of business, academia and the media.



The Social Progress Award went to Laboratorios Hartman, S.A. for their 'Caregiver's Corner' project; Thermo Fisher Scientific won the Labour Advances category for their 'Community Action Council' initiative; the Sustainable Innovation award was collected by Boston Scientific Ibérica, S.A. for a project that increases the lifespan of implantable cardioverter defibrillators (ICDs); this year's SME Award went to Promega Biotech Ibérica, S.L. for its 'Promega New Lab Startup' programme; and the La Paz University Hospital won a prize for integrating CSR through its organisation.

The jury unanimously stressed the high quality of the projects presented and the high value they bring to society in the field of health. The awards reflect the medtech industry's commitment to boosting development and socially responsible projects among its members and healthcare institutions. □

Finding Zika



New technologies have made it easier to diagnose

The clinical symptoms of the Zika virus are similar to other mosquito-borne illnesses such as dengue fever, meaning it's hard for doctors to make a definitive diagnosis.

However, if you are pregnant, it is crucial to know whether your fever is caused by Zika, dengue or something else. Most people make a full recovery from Zika but the virus has been linked to brain defects in babies whose mothers are infected during pregnancy.

At a workshop in Madrid on 16 June, hosted by Beckman Coulter, nearly 50 laboratory experts learned how new diagnostic tools can help to identify the cause of viral infections quickly and accurately. For outbreaks of diseases such as Ebola or Zika, rapid microbiological diagnostics can be especially valuable.

"We can have many results within two hours from the time the sample is received," said Dr Rafael Delgado, Department of Microbiology at the Hospital October 12 Madrid. "This is an extraordinary advantage, achieving response times that have a real clinical impact."

"In recent years there has been a revolution in the application of new techniques in microbiology laboratories," said Jose Antonio Crespo, CEO of Beckman Coulter. "One of the areas where there has been a real boom is in rapid diagnosis through the automation of processes."

The benefits of these technological advances are having a real impact on people's lives by informing treatment decisions and reducing uncertainty. □

E-HEALTH

Healthcare 2.0

Investing in 'digital transformation'
to meet patient demand

Online banking, GPS on smart phones, social media selfies – communication technologies have become a part of everyday life.

The health system has been a little slower to embrace the digital revolution but is catching up fast to meet patients' expectations. "Our system is undergoing a digital transformation," says Luz Lopez-Carrasco, President of FENIN, the Spanish Association for Medical Devices and *in vitro* Diagnostics. "This can help to deliver more efficient services, responding to the demands of our progressively more digitalised population."

Digital innovation is often driven by start-ups. That is why FENIN established the Spanish Platform for Innovation in Healthcare Technology – a kind of matchmaking forum where medtech companies and investors can meet. "Transforming an idea into a product and getting it to market is not easy," says Angel Lanuza, Coordinator of the Spanish Platform for Innovation in Health Technology. "The forum provides them with resources

and knowledge that help create e-solutions and business partnerships."

These issues were high on the agenda at the 'Healthcare Technology in the Digital World' conference, co-organised by FENIN and the Escuela Superior de Administración y Dirección de Empresas (ESADE) Business and Law School. The meeting attracted 200 people and addressed the role of telemedicine in real-time patient monitoring, the need for greater investment in digital technologies, and the role of health professionals in incorporating technologies into the national health system.

Spain has been at the vanguard of the eHealth revolution, particularly in the area of developing electronic records. Investments in communication technologies in health are paying off, according to Belén Soto, President of FENIN's eHealth Sector. "Implementation of eHealth should be considered an investment, not an expense," she said. □



perspectives



Managing diabetes – and teenage emotions

I provide educational and psychological support for young people with Type 1 diabetes



My job involves motivating my patients and inspiring them to take control of their health. It's an interesting but challenging role. As my patients are very young children or teenagers, I need to be sensitive to their emotional well-being when helping them and how their parents manage their condition.

Having a condition like Type 1 diabetes can be a lot for a young person to handle. I support them and their family from the time they are diagnosed, advising them on how to maintain a healthy diet. In particular, I offer advice on ensuring their intake of carbohydrates is controlled, and their glucose and insulin levels are regularly monitored.

I also help to equip them with coping skills and empower them with the knowledge they need to get on with their lives.

If I had one wish it would be for blood glucose monitors to be adequately reimbursed in Spain. Many patients and their families with low incomes struggle to pay for these essential devices.

Human resources is also an issue in diabetes management and care. The prevalence of diabetes is rising significantly. Investing more in recruitment and providing expertise to patients is crucial in order to address this. □



Carmen Yoldi is a paediatric nurse at Hospital San Joan de Déu in Barcelona

Back to school

Staff from Spanish trade association update their medtech knowledge

Around 20 members of staff at Fenin attended an information session at the MedTech Showroom in FENIN's Madrid office on 17 June. The event was the first in a series designed to improve employee's knowledge about medical technology.

Each presentation focused on a single technology in an effort to equip the team to advocate on behalf of their members armed with the latest knowledge. In this picture, participants listen to Nuria Quesada of St. Jude Medical explain one of their products. □



Breaking news for medtech

Are you ready for the new EU rules coming into force in early 2017?

More than 100 regulatory affairs specialists joined a FENIN seminar to learn about new European regulations on medical devices and *in vitro* diagnostics.

The timely event was held as the final texts of the two new regulations emerged from a meeting in Brussels between national governments and Members of the European Parliament. With the new rules hot off the press and due to come into force in the first quarter of next year, attendees were keen to find out what it all means for them.

The answer was far from simple, given the sheer volume of the legislation – which runs to hundreds of pages – and the fact that secondary laws required to implement the rules still need to be drafted.

“The new regulations include measures which will have a significant impact on industry,” said Jesus Rueda, Director of International Affairs at MedTech Europe. “The medtech industry should work with authorities to play an active role in the drafting of this secondary legislation,” said Jesus Rueda.



Participants learned how the new laws will strengthen the rules on placing new devices on the market and reinforce surveillance to ensure safety, while increasing transparency and traceability. Certain high-risk devices may need to undergo additional checks by experts before they are made available to health professionals and patients.

National trade associations, with the support of the European Diagnostics Manufacturers Association (EDMA) and Eucomed, will play a key role in advising companies on complying with the new regulations. □

Europe's next top model

A new healthcare model is needed to meet future challenges



As populations age and chronic diseases become more commonplace, it is time to rethink how care is delivered.

Today's approach was designed to deal with acute patients, that mainly need urgent care in a hospital setting. But a transformation is required in order to meet future demand in a sustainable way. The medtech sector will be at the heart of these changes.

"There is no doubt that the business sector and health technology will be key allies in achieving such a transformation," said Margarita Alfonso, General Secretary, FENIN. "We also need to see new management or contracting models to facilitate the introduction of innovations that are of value to health professionals and patients."

Writing in a number of publications during MedTech Week, including the daily newspaper ABC Health and daily health publication Diario Medico, Margarita Alfonso championed the power of diagnostic tests to inform clinical decisions. She discussed the role of devices in managing chronic diseases across the patient pathway and the potential of information technologies to deliver efficiency to the health system.

Ms Alfonso explained that, behind the more patient-centred and technology-supported models, is a vibrant industry staffed by multidisciplinary teams of highly-skilled professionals. "Every day they are working to propose ideas focused on providing new solutions to unresolved problems or to respond to needs detected by clinicians," she said.

Product experts also build necessary relationships with health professionals, sharing knowledge and skills. This too would evolve as the industry moves towards a new framework for how it interacts with physicians. New Europe-wide ethical guidelines will come into force in 2018, Ms Alfonso emphasised, and the sector's commitment to training professionals will be maintained.

While European healthcare may be at a crossroads, the medtech industry is well-placed to be a constructive partner in reimagining a more sustainable healthcare model. □



perspectives

**Pumping
Marvellous**
for heart failure patients

Hospitals facing heart failure 'tsunami'

The future impact of heart failure is under-estimated, says Nick Hartshorne-Evans

15 million people in Europe have heart failure; it's a tsunami that will hit the shores of Europe's health systems. Despite this, it's not on the agenda – politically, economically or even amongst the public.

One of the challenges we face includes a lack of access to innovation across all therapeutic areas in heart failure. Awareness of medtech products and therapies is very low in the heart failure patient community, especially when it comes to innovative technologies.



The reason I founded the Pumping Marvellous Foundation was because patients and their families were under-served and were in need of knowledge, information and techniques to manage their heart failure – and an essential element to this is knowing what is available.

We developed a heart failure community platform on Facebook because social media plays a big part in people's lives – and it was free. Our heart failure awareness platform is now the world's largest active patient-led information page on heart failure and is growing exponentially.

This community page enables us to talk about advances in heart failure care and therapy from around the world. It helps people engage with the latest therapies and ways of thinking and managing heart failure outside of the clinical arena.

As somebody managing heart failure myself it is my duty to ensure the patient voice is heard loud and clear. □



Nick Hartshorne-Evans
is founder and Chief
Executive of the Pumping
Marvellous Foundation

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Hospitals as growth hubs

University hospitals are a driver of regional economies



Healthcare institutions do more than provide services. They also create employment, attract start-ups and serve as a research centre.

While a growing number of health services can be delivered away from the hospital campus, regional university hospitals remain an important centre of economic activity, according to attendees at a conference entitled *Medical Technology - the Key to Future Healthcare and a Driver for Regional Growth*.

The event, organised by the Centre for Biomedical Engineering and Physics (CMTF) and Swedish Medtech with support from Medtech4Health, was held on 16 June in Gothenburg.

Speakers explained the ecosystem of researchers that builds up around top clinics stimulates job creation and the local economy.



While these research networks are composed of a diverse constellation of players, they share a crucial goal: delivering value by addressing the real clinical needs of patients. □



Bringing it all back home

Healthcare can be delivered anywhere, thanks to medtech innovation

The hospital has dominated healthcare for decades. Now new technologies are shifting patient care from hospitals to our homes. From diagnostics and monitoring to dialysis and wound care, many procedures are being done at a location that suits the patient.

This requires a change of mind-set from everyone, including patients, industry health professionals, payers and policymakers, and requires greater collaboration between healthcare players.



We want to show examples of medical technologies developed in collaboration between industry, university and healthcare professionals but also how medical technology influences culture and work, both within industry and in healthcare...

Christina Frimodig - CEO, STUNS



Speaking at a seminar in Uppsala on 14 June, Anna Lefevre Skjöldebrand, CEO Swedish Medtech, said getting the most out of innovative products often requires a change in work flow as novel technologies are introduced.

“Medical technology enables both care and treatment to be moved out of hospitals to patients’ homes and facilitate their everyday lives,” she said. “Healthcare professionals can also obtain better decision support, access tools for faster diagnosis and deploy more effective approaches to treatment.”

STUNS, a collaboration between Uppsala universities, the business community and the public sector, was showcased as an example of how stakeholders can work together to get the most out of innovative technologies.

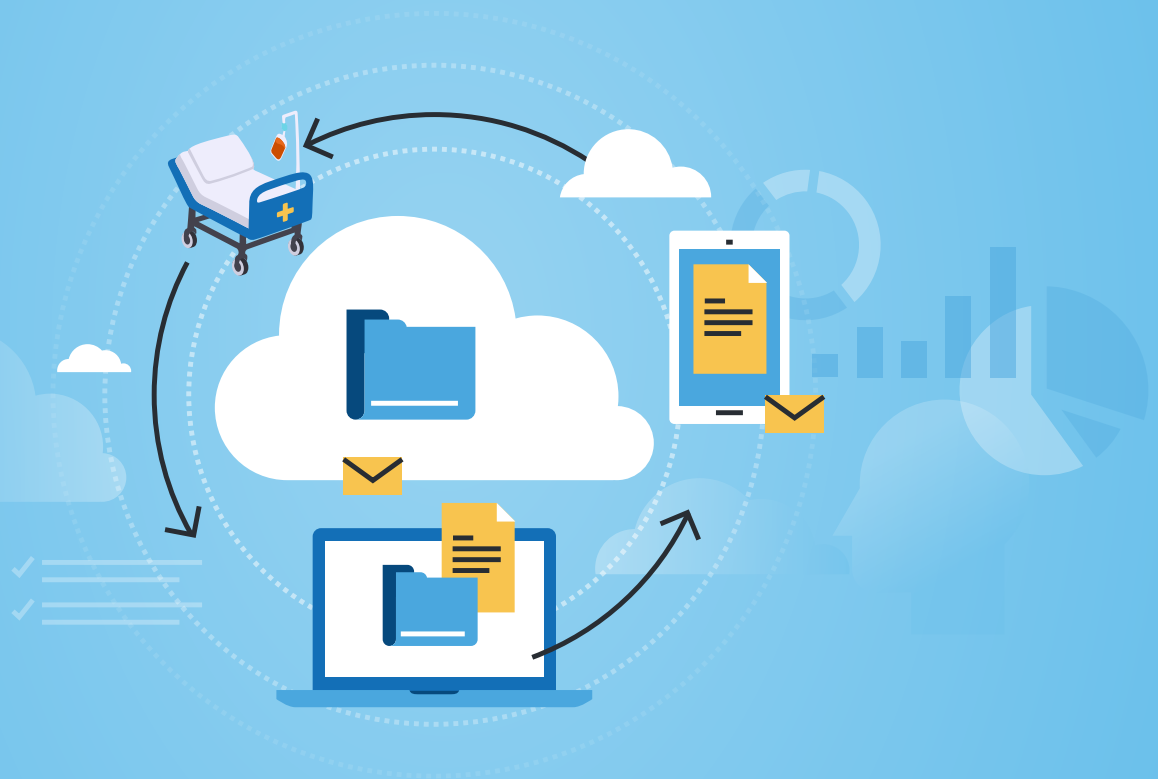


“We want to show examples of medical technologies developed in collaboration between industry, university and healthcare professionals but also how medical technology influences culture and work, both within industry and in healthcare,” said Christina Frimodig, CEO of STUNS. “It is also very clear how patients’ involvement will be an increasing part in the development of future care.”

The days of building healthcare around physical institutions are ending. Patients have moved centre stage. □



Speaking the same language



Electronic health records can make healthcare faster and safer but only if hospitals store and share clinical data in the same way

Imagine lying in an emergency room after collapsing in the street. You are barely conscious and unable to speak.

The medical team wants to take action but they need to know why you collapsed. Could it be an allergic reaction? A diabetic coma? Or something else?

Fortunately, a paramedic has found your wallet and identified you. Rapid access to your electronic health record might just save your life, providing your previous healthcare providers have kept it up-to-date and the data can be easily transferred and read by the emergency department.

Healthcare systems are complex and diverse so it's important that computer systems all speak the same 'language'.

When recording patient information and sharing it from one hospital to another, following international standards can improve the quality of care and make it easier to research patient outcomes, according to experts attending a conference in Stockholm during MedTech Week.

The event, organised by Swedish Medtech and Medtech4Health – a Swedish Strategic Innovation Programme – explored the importance of international standards for interoperability.

A common approach to handling clinical data also makes it easier for e-Health companies to compete internationally and, ultimately, promises to facilitate cross-border healthcare. □



perspectives


 European Alliance for
Personalised Medicine

‘Healthcare: this time, it’s personal’

Genetic testing can improve outcomes by telling doctors which medicines will work for their patient



By choosing the right treatment for the right patient, treatment success rates will rise. This helps to keep patients out of expensive hospital beds, as well as possibly allowing them to keep working – thus adding to Europe’s wealth rather than drawing from it. In other cases, it will provide a better quality of life for patients.

Europe has an ageing population and it is inevitable that everyone will become ill at some time, perhaps with more than one disease.

Genetic-based personalised medicine uses diagnostic testing to inform treatment decisions. Based on the patient’s genetic make-up, doctors can choose the best therapies. In cancer, for example, certain treatments work well on patients with a particular gene but may not be effective for others.

Personalised medicine takes us away from the one-size-fits-all patient model. Instead of every patient receiving the same medication based on their disease, they are prescribed therapies based on their own genetic characteristics.

Changing the system demands a shift in mindset from all of us. We must rethink our definition of ‘value’ – it is not merely a cost – and educate patients and health workers on the potential of these new sciences.

The implications of all of this are clear: policy- and law-makers need to facilitate the introduction of personalised medicine through regulations and processes that take into account this fast-moving science. □



Denis Horgan
is Executive Director of
the European Alliance
for Personalised
Medicine (EAPM)

Are you ready for Medtech 4.0?

Medtech manufacturing must prepare for a new industrial revolution



Automation and connected machines are transforming how technologies are produced. While advanced manufacturing has the potential to transform the medical devices and diagnostics sectors, some companies are better prepared for digitalisation than others.

That was one of the messages delivered at Swiss Medtech Day where the future of the industry was debated through a series of breakout sessions.

Organised by FASMED and Medical Cluster – two leading Swiss medtech associations – it was an opportunity for 600 industry experts to explore the trends, threats and opportunities that lie ahead. The debate revolved around how digitalisation will make medtech factories more connected, disrupt existing distribution models, and change medtech workplaces by requiring fewer staff in some areas and new skills in others.

“Thanks to automation and e-commerce, products can reach the market more easily, faster and in more profitable ways that can save on distribution costs,” said Andreas Wieland, CEO of

Hamilton, a company specialising in precision measurement devices, automated liquid handling workstations, and sample management systems. “It will also blur the lines between medtech and pharmaceuticals.”

“Industry 4.0 is more than just the Internet of Things,” said Ralf Schlaepfer, Deloitte. “Only about 4 percent of CEOs are now ready. A lot of educational work and training is required, along with new approaches to production and distribution systems to prepare for the future.”

The event also looked ahead to how global industrial trends would affect Switzerland’s sustainable innovation culture, with a number of speakers emphasising the need for new funding instruments to support innovation in medical devices companies.

The event finally saw a major announcement for the medtech industry in Switzerland. FASMED and Medical Cluster agreed to join forces and rebrand as Swiss Medtech. The two organisations pledged to consolidate their operations by June 2017 in order to best represent Switzerland’s vibrant medical industry. □



A stroke of genius

Top prize for innovative rehabilitation device for people with brain injuries

Every year, 17 million people worldwide suffer strokes. Up to one third of these are left severely paralysed.

For many, lost motor function is gone for good. But a clever new device developed by Intento, a small spin-off company with its roots in the École polytechnique fédérale de Lausanne (EPFL), has a user-friendly solution which has shown remarkable results.

Intento won CHF 15,000 (€13,780) at Swiss Medtech Day, overcoming strong competition from an innovative cancer diagnostic and an imaging procedure for use in eye surgery. The winner was chosen by the 600 attendees from the medtech research sector and industry during a live voting session.

"All three products nominated deserved to win the award," said Swiss President Johann N. Schneider-Ammann. "They demonstrate the enormous spirit of innovation in this country and how it benefits the medtech industry and Switzerland's standing as a location of business."

Intento's award-winning product consists of tablet software and a motion control device connected to an electrical stimulator to which the patient is attached via electrodes. Once a therapist has selected a programme, the tablet sends the message wirelessly to the motion control device which electrically stimulates muscles and nerves. □



Fasmed President, **Urs Gasche** and President of Medical Cluster, **PD Dr. med. Rubino Mordasini** seal the fusion of the two organisations into Swiss Medtech

Testing times for healthcare

Diagnostic tests will help hospitals fight antimicrobial resistance



The warnings have been stark: “If we fail to act, we are looking at an almost unthinkable scenario where antibiotics no longer work and we are cast back into the dark ages of medicine.”

Those were the words of David Cameron, then the UK Prime Minister, at the launch of a major review he commissioned on the topic of antimicrobial resistance (AMR). Published in May, the report is a comprehensive examination of one of the biggest challenges facing public health in the 21st century.

An entire chapter of the report is dedicated to the role of diagnostic tests in curbing the inappropriate use of antibiotics, with

an opening quote from Dr Margaret Chan, Director General of the World Health Organisation.

“Today, antibiotics are rarely prescribed based on a definitive diagnosis,” she said. “Diagnostic tests can show whether or not an antibiotic is actually needed, and which one. Having rapid, low-cost, and readily available diagnostics is an essential part of the solution to this urgent problem.”

With these words of warning – and the positive endorsement of diagnostic tests – still ringing in their ears, diagnostics company Cepheid brought their mobile laboratory to a number of hospitals in the UK.

From the Royal United Bath Hospital to the Birmingham City Hospital, the Cepheid Xperience truck travelled across the UK to showcase diagnostics during lunchtime



presentations. The team explained how technologies can help clinicians to tackle AMR and demonstrated the positive impact that state-of-the-art laboratory services can have on patient care.

The urgency of the challenge ahead is clear. Thankfully, new and emerging diagnostic technologies can help us to pass this test. □



Driving growth from the Highlands to the Islands

Officials from the Scottish Parliament impressed by visit to plant where diabetes solutions are manufactured



Good diabetes management reduces the risk of serious complications such as stroke and blindness. Medical technologies that allow patients control glucose levels at home or in hospital are essential to limiting the human and economic costs of diabetes.

But there are other economic benefits too. In some corners of Europe where population density is low, the presence of a medical technology plant – and the high quality jobs it brings – is of huge value to local communities.

The Lifescan site in the Scottish Highlands is a great example of a company that provides employment to skilled workers who, in turn, help to fuel the local economy. More than 1,000 people are busy improving people's lives by producing diabetes products.

20 Scottish Parliament officials acknowledged this when visiting the Lifescan site in Inverness, northern Scotland. The group took a tour of the production facility and learned more about the company, which is part of the J&J group.

“We had an excellent visit to Lifescan with the Clerking Team of the Scottish Parliament’s Economy, Jobs and Fair Work Committee,” said Maria Reid, Strategic Engagement Manager at the Highlands and Islands Enterprise. “The introductory presentation really demonstrated the scale of Lifescan’s operation and its importance as a major business and employer in the Highlands. The tour of the lines was also incredibly interesting.”

The visit illustrated two of the major benefits medtech companies bring in helping Europe to meet healthcare challenges, while simultaneously boosting the economy. □



Diagnostic tests can show whether or not an antibiotic is actually needed, and which one. Having rapid, low-cost, and readily available diagnostics is an essential part of the solution to this urgent problem

Dr Margaret Chan, Director General of the World Health Organisation

The 5 'A's of Access



perspectives

How do patients define access to healthcare?

Access to healthcare is on everyone's lips in Brussels. It is a basic human right and one of the fundamental principles of European health systems. Treatment should be timely and accessible to every patient who needs it, not only to those who can pay for it. Regrettably, this is not a reality for all.

We believe it is time to agree on a comprehensive definition of access, taking into account the patient's experience.

The definition we propose relies on 5 'A's:

- Availability – healthcare should be available to all patients
- Affordable – care must be accessible without causing financial hardship
- Accessible – treatment should be accessible throughout all stages of care when needed
- Adequacy – care should be adapted to the needs of patients
- Appropriate – service should be relevant to the health needs of different populations.

Whilst the debate on access to healthcare can sometimes be overshadowed by the question of access to medicines, EPF sees

access as a holistic approach. Medical technology is of crucial, and often vital, importance for patients with chronic diseases: it can provide a major contribution to life expectancy and quality-of-life of patients. Thus, access to medical technology is equally important as access to medicines.

The EPF is seeking to shift the current focus on short-term cuts to a long-term vision where equity of access is a prerequisite. We hope to help make universal access a reality for EU patients by 2030. □



Macro Greco
is President of the
European Patients' Forum
(EPF)



AVAILABLE

AFFORDABLE

ACCESSIBLE

ADEQUATE

APPROPRIATE

perspectives



Smashing the Stigma

Incontinence is more than just 'part of growing old'



Around 1 in 4 women over the age of 35 and 1 in 10 adult men are affected by incontinence. Over 400 million people worldwide suffer from the condition.

However, continence issues are rarely given prominent attention in mainstream media discussions. Too often, patients are incorrectly told that incontinence is just a 'part of growing old'. In fact, the condition affects the quality of life of many women after childbirth, as well as those patients having undergone prostate operations.

Through awareness-raising initiatives, such as World Continence Awareness Week, the World Federation for Incontinent Patients (WFIP) sought to end the stigma sometimes associated with the condition.

The campaign demonstrated the widespread nature of the condition and its impact on the lives of adults and children of all ages.

No-one should have to learn to live with the embarrassment of incontinence. The condition can be treated, often cured, and always managed. □



Mary Lynne Van Poelgeest Pomfret
is President of the World Federation
of Incontinent Patients (WFIP)

MedTech Week Communications



Bringing the message to the sky

1 MILLION+
readers/month



Partnering with European media & sharing the words of healthcare professionals & patients



4 weeks presence
60,000+ views



Medtech Views blogs
4,000+ views



1 week
OF ACTIVITIES...

10 weeks
OF BUILDING
ENGAGEMENT

before, during
& after



Connecting on social networks

TOTAL EXPOSURE
1 MILLION+ VIEWS

TOTAL ENGAGEMENTS
9,000+

NEW FANS & FOLLOWERS
700+



#MEDTECHWEEK
USED **3,000+** TIMES

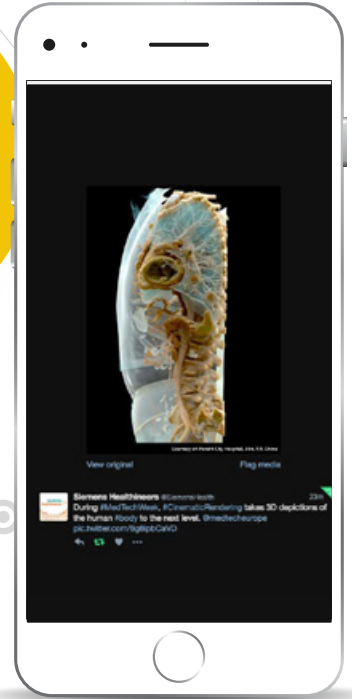


Testing your knowledge

Educational quiz about medical technologies

400+ PERSONS FILLED
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Zimmer Biomet @zimmerbiomet · Jun 17
We hope you've enjoyed #MedTechWeek. For more info on the medical technology industry visit: ow.ly/X1FC301fwB4 #EuropeOnly

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Watch how #Genomicdata open up new opportunities for more customized, less invasive #treatments: youtube.com/watch?v=YQjPQi... #MedTechWeek

Integration of Diagnostic and Therapy
<http://www.siemens-healthineers.com/genomic-data>
Siemens Healthineers is setting the foundation for a new kind of medicine.

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Fabrication des électrodes de stimulation cardiaque externe
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oak.ctx.ly/t/4r7ss

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Siemens Healthineers @SiemensHealthineers · Jun 17
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Emerging Healthcare Markets
<http://www.siemens.com/emerging-healthcare-markets>
How are technological, demographic and economic forces reshaping healthcare delivery systems worldw...
youtube.com

Ethicon @Ethicon · Jun 17
New strategies are needed to tackle #obesity rates in Europe. Read the full @TheEU report here: ow.ly/ANb3018L71 #MedTechWeek

HARTMANN GROUP @HART..6m
@wagmich asks: "How can we help collect, collate, and analyse Big Data for better healthcare?" bit.ly/1OXU7oQ #MedTechWeek

Siemens Healthineers @Sie... 1h
To deliver #care more efficiently, stakeholders must think beyond their own organization.
#MedTechWeek #EU
pic.twitter.com/mnosG13v9S

GE Healthcare @GEHealthcare · Jun 17
#Digitalization: A solution for Europe's aging population and budget tightening
#MedTechWeek invent.ge/1VYPTCR

Siemens Healthineers @Sie... 1h
Last Day of #MedTechWeek and we ask you: which challenges & opportunities do providers in #emerging #healthcare markets face? #demographics

MedTech Engine @medtechengine · Jun 17
 Open minds + collaboration = common solutions. The secret behind the thriving Danish medtech sector #MedTechWeek



The key to Denmark's successful medtech industry
 Open minds working together for common solutions - the secret behind the thriving Danish medical technology sector
 medtechengine.com

BIDA @BIDAIRISHMATTER · Jun 17
 @SomersetHealth Celebrates 50 Yrs enabling #healthcare providers in Swarth
 #Dublin #MedTechWeek #BIDAinMedTech



Siemens Healthineers @Siemens_Healthineers · Jun 17
 Download some interesting facts & figures about #diagnosis & #therapy: [sle-ag/1suJCaJ](#)
 #MedTechWeek
[pic.twitter.com/3Q6Mh4IV](#)



Anna L. Sjödebrand @Anna_Lefevre · Jun 17
 Panel @vinnovase om resultat av Standin. @SaraRogare understryker Patientperspektivet. Mkt viktig! #MedTechWeek




Assobiomedica @assobiomedica · Jun 17
 #infeziospedaliere in #UE oltre 4mln fanno i pazienti colpiti #prevenzione vediamo come intervenire #medtechweek [bit.ly/1UD1hNN](#)

Cook Medical Europe @CookMedicalEU · Jun 20
 The beautiful @CBL_Dublin in Dublin Castle. An ideal choice for the GIOC Seminar last week! #MedTechWeek



Cokeplast Celebrating #MedTechWeek! Meet Marie from our User Insights Team, who visits users in their home in order to improve our medical devices and provide better care solutions for our users.

"We look into the lives of our users, aiming to just understand in their shoes. We need to thoroughly understand how they interact with and perceive our products in order to keep improving."



Marie Svane Rik Vestergaard, User Insights Manager

Organic
 Targeted to All Followers
 34,130 impressions 239 clicks 144 interactions 1.12% engagement

Sponsor update

Like (132) · Comment (2) · 6 days ago

Mark J McKill, Greg Eady +130

Hans Falleboe You are so cool, Marie, and I am happy to work with you 5 days ago

Marie Svane Rik Vestergaard Thank you Hans, I'm really happy to work with you too 5 days ago

HARTMANN GROUP @HARTMANN · Jun 17
 We start #MedTechWeek looking back at Soeren Matthe's article on how #value is perceived in #healthcare



In the eyes of the beholder: An obscure concept of value in healthcare
 What is value in healthcare and how can it be measured? The behavior that patients should have in the measurement of value of healthcare services.

HARTMANN GROUP @HARTMANN · Jun 17
 The latest tech industry provides the tools to re-think #healthcare [bit.ly/1yWz9m9](#) #MedTechWeek
[pic.twitter.com/3T18362CJ](#)




Heart Valve Voice @HeartValveVoice · Jun 17
 This #MedTechWeek we'd like to thank everyone responsible for the continuous developments in healthcare tech! @medtecheurope

HARTMANN GROUP @HART_18m
 How simplicity can solve an age old dilemma of #medtech communication? @anne_halvorsen explains [bit.ly/22Xuf4P](#)
 #MedTechWeek

Philips EU Affairs @Philips_EU · Jun 17
 We believe that reducing the burden of NCDs and strengthening local #HealthCare systems is essential to reach #SDG3 #EDD16 #MedTechWeek

9:43 PM
[medtechweek.eu](#)

European MedTech Week, 13-17 June 2016

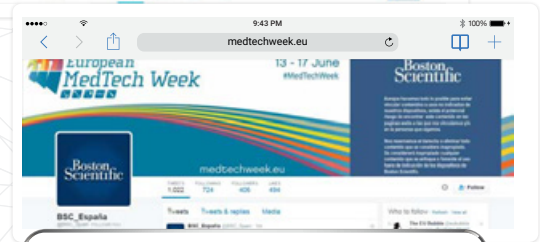


Cook Health Biz @CookHealthBiz · Jun 17
 Hi I'm Martin Matkin, director of Cook Medical's Healthcare Business Solutions (HBS) team in Europe. Follow to discuss #procurement, #supplychain & #GS1.
 Limerick, Ireland
[cookmedical.eu](#)

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Cook Health Biz @CookHealthBiz · 7m
 It's Medtech week all week! Follow #MedTechWeek for updates & insights @medtecheurope



HOW MEDICAL TECHNOLOGY CAN SAVE LIVES

Medical technology has been used in healthcare for decades, but how does it work and what are the benefits? MedTech Week is a way of making us aware

It is an attempt to make these people aware of medical technology and how it can be used in their everyday lives. European MedTech Week was created in 2015. This year it is being celebrated in 12 EU countries with a series of events across Europe that bring people together to discuss the benefits and the future of medical technology.

Healthcare has benefited from the advancement of medical technology for longer than any other industry. As early as the 1800s, machines were being used in medical facilities and by the 20th century, technology of equipment played a significant role in the diagnosis, monitoring and treatment of disease. Today, medical technology is used in a wide range of ways, from diagnostic and monitoring to life-saving technology. It has also been used to help with everything from diagnosis to care, and it will continue to play a significant role in helping and supporting people. A common goal of all medical technology is to help people live longer, healthier lives.

FAST FACTS

- There are more than 100,000 medical technology companies in Europe.
- There are 12,000 medical technology companies in Europe.
- The European medical technology industry is worth 100 billion in Europe.

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"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."