DELIVERING CHANGE

Fulfilling the Promise of European Healthcare

MedTech Europe
from diagnosis to cure

Activity Report 2012 & 2013

INDEX

For 2012 and 2013, we set ambitious goals for ourselves. We spent long hours working and thinking our actions through. This is our report card. Look out for the  *for the work done for medtech industry as a whole,*  *for work done for in vitro diagnostic industry alone and the*  *for medical devices industry alone.*

Also, notice the MedTech Europe purple, Eucomed blue and EDMA red used systematically throughout the report to showcase the milestones and what lies ahead.

ABOUT US

Structure

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.

Our mission is to make value-based, innovative medical technology available to more people, while supporting the transformation of healthcare systems onto a sustainable path.

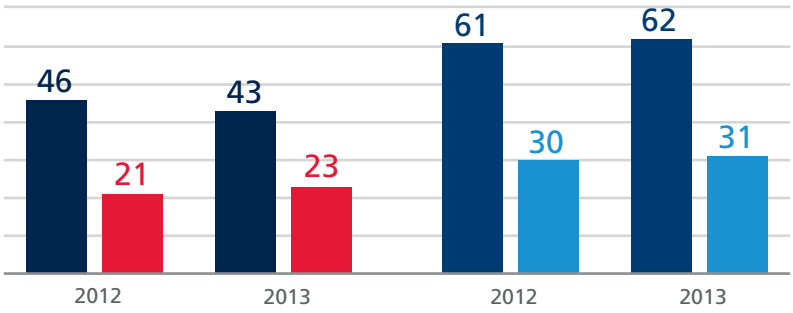
Eucomed represents the medtech industry in Europe.

EDMA, the European Diagnostic Manufacturers Association represents the in vitro diagnostics (IVD) industry active in Europe.

- *MedTech Europe*
- *Eucomed*
- *EDMA*

Membership

EDMA and Eucomed represent the national associations and companies engaged in the research, development, manufacturing or distribution of medical devices and in vitro diagnostic (IVD) tests in Europe.



EDMA

- Corporate Associate Members
- National Association Members

EUCOMED

- Corporate Members
- National Associations

Strategic objectives

Demonstrate *the value of medtech*

Promote *balanced policy environment*

Drive *ethical business practices*

Provide *membership* ***services***

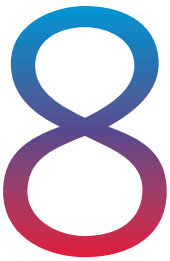
Performance

Members ranked us at 8/10 in different services we provide.*

communications

stakeholder engagement

regulatory frameworks



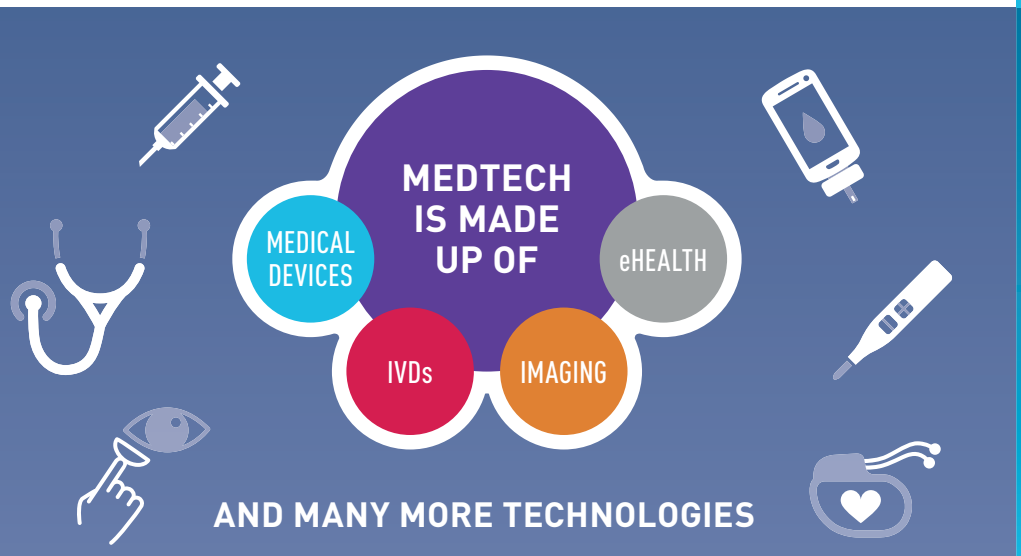
market research information

legal & compliance

workshops & working groups

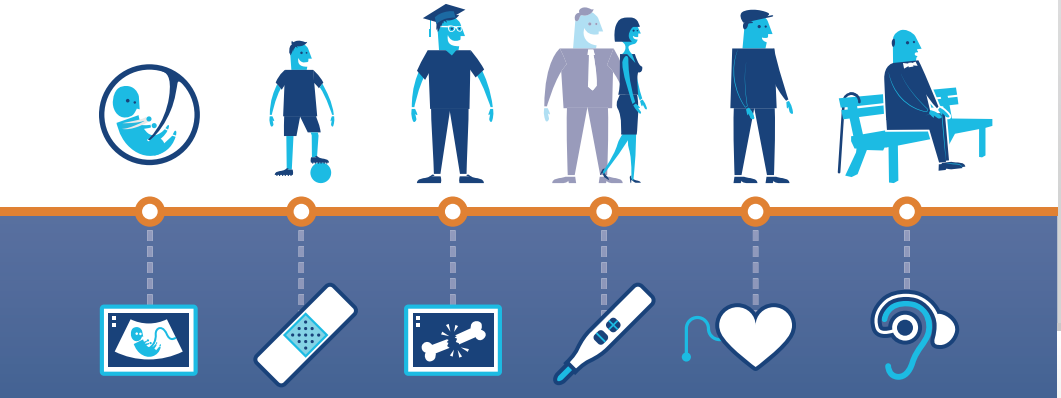
**Survey among 204 respondents in 2014.*

MEDICAL TECHNOLOGIES SAVE LIVES, IMPROVE HEALTH AND CONTRIBUTE TO SUSTAINABLE HEALTHCARE.



MEDTECH DEVELOPS PRODUCTS AND COMBINES ELEMENTS FROM VARIOUS OTHER INDUSTRIES

WE'RE WITH YOU THROUGHOUT YOUR LIFE



MEDTECH SAVES LIVES, TRA
IMPROVES PEOPLE'S HEALT

LOOKING AFTER YOU

1 **TAKE A**
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4 **GET BAC**
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5 **SAY GOO**
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MedTech Europe
from diagnosis to cure

ANSFORMS AND
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PAP TEST TO HELP
IT CERVICAL CANCER
CREENING

ET THE TREATMENT THAT
ORK FOR YOU
IAGNOSIS

E YOUR BLOOD-GLUCOSE LEVELS
DS, AT HOME AND ON-THE-GO
ONITORING

CK ON YOUR
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G HEALTH

ODBYE TO CHRONIC PAIN
EURO-STIMULATION
REATMENT AND CURE

MEDTECH HELPS IN KEEPING OUR HEALTHCARE AFFORDABLE IN THE FUTURE.

LOOKING AFTER OUR HEALTHCARE SYSTEMS

PATIENTS | SYSTEM & INSTITUTIONS | HEALTHCARE PROFESSIONALS (HCPS)

CATARACT SURGERIES IN EUROPE

SURGERY OUTSIDE HOSPITAL TODAY SAVES €450 MILLION/YEAR

ALL SURGERY OUTSIDE HOSPITAL = €620m/YEAR POTENTIAL SAVINGS IN EUROPE

CONTINUOUS REMOTE MONITORING OF HEART FAILURE

EU COST FOR TREATMENT TODAY IS €12 - 25 BILLION/YEAR

-40% HOSPITALISATIONS = €250m/YEAR POTENTIAL SAVINGS IN EUROPE

LASER DOPPLER IMAGING FOR BURN WOUNDS

EU COST FOR TREATMENT OF BURN PATIENTS TODAY IS €4,3 - 8,3 BN/YEAR

BURN WOUND ASSESSMENT:
- FASTER (12 → 9 DAYS)
- MORE ACCURATE (65% → 95%)

= €70m - €130m/YEAR POTENTIAL SAVINGS IN EUROPE

POINT-OF-CARE TESTING FOR HBA1C LEVELS IN PEOPLE WITH DIABETES

- IMPROVED PATIENT OUTCOMES AND SATISFACTION
- FACILITATES TREATMENT BY YOUR GP RATHER THAN IN-HOSPITAL

€25 SAVED PER PATIENT/YEAR x 3 MILLION PATIENTS IN UK = +€75 MILLION/YEAR POTENTIAL SAVINGS IN UK

ULTRASOUND BONE HEALING FOR DIFFICULT TO TREAT FRACTURES

EU COST FOR TREATMENT TODAY IS 1,8 BN/YEAR

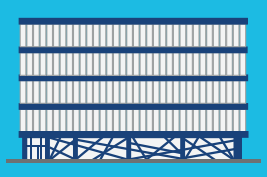
REDUCING SURGERY AND HOSPITAL CARE = €130 MILLION/YEAR POTENTIAL SAVINGS IN EUROPE

MEDTECH'S PART OF THE HEALTHCARE BUDGET

IN VITRO	MEDTECH TOTAL
0,8%	7,5%

BETTER HEALTHCARE AT A LOWER COST

DID YOU KNOW THIS ABOUT THE MEDTECH INDUSTRY?



FACTS
- >575,000 employees in Europe
- 25,000 medtech companies
- 95% SMEs
- 18-24 months to develop improved product
- 3 months to develop diagnostic for epidemic outbreak
- Roughly €100 billion market size

DELIVERING THE CHANGE EUROPE NEEDS

We live in a time of change. The expectations of healthcare players are changing, as are economic pressures and healthcare delivery models.

The medical technology industry has been changing too. We have been reimagining our business models and rethinking how we engage with others in the healthcare ecosystem. We are focused on developing technology that delivers value. With the launch of our 'Contract for a Healthy Future' at the MedTech Forum in October 2011, our sector acknowledged that its current business model is coming to the end of its lifecycle and that the medical technology industry must be ready to change.

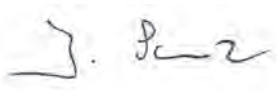
In October 2012, MedTech Europe – the alliance of European medical technology industry associations – was launched at the MedTech Forum in Brussels. Founded by Eucomed and the European Diagnostic Manufacturers Association (EDMA), the alliance has been working to confront the shared challenges we face and to shape the reforms that we need.

We have come a long way in a short time. The alliance has gone from concept to reality and allowed us to do more with less. We have collaborated closely on promoting the value of our industry, implementing our five-year industry strategy, and working with policymakers on legislative changes, health technology assessment and patient safety.

Crucially, we have developed the culture of an alliance with the capacity to represent our industry with one voice when needed and serve the needs of members with efficiency and skill. The value of our alliance lies in combining our strengths in areas where we face similar challenges while recognising the specificities of the medical devices and diagnostics sectors.

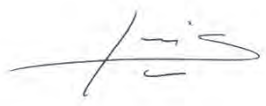
There is still much to do but, together, we face into the future with a clear sense of where we need to go to fulfil the potential of our innovative industry in reforming healthcare.

We are delivering the change; living the change.



Jürgen SCHULZE
Chairman, MedTech Europe
President, EDMA
CEO and President, Sysmex EMEA

Rob TEN HOEDT
Vice Chairman, MedTech Europe
Chairman, Eucomed
Executive Vice President &
President EMEA & Canada, Medtronic



Serge BERNASCONI
Chief Executive Officer
MedTech Europe, Eucomed, EDMA

Milestones

- **MedTech Europe** advocated for the need of industry to shift towards value based healthcare and help steer healthcare systems towards a sustainable path.
- **Eucomed**'s intensive outreach on the revision of the EU Medical Devices Directives (MDD) continued to make clear the industry's desire to improve the EU regulatory framework in ways that will enhance patient safety and allow Europe to maintain its innovation advantage. Eucomed also underscored industry's commitment to adhere to the highest ethical standards through various research, activities and outreach.
- **EDMA**'s instrumental engagement surrounding the proposal for new IVD regulation underlined IVDs as the "parent" of healthcare. EDMA also participated in multilateral dialogues at the international level with agencies such as the World Health Organisation, The Global Fund and UNITAID.

Looking ahead

In the years ahead we will continue to implement the Contract for a Healthy Future and to communicate the value of medical technology. We are committed to guiding members through important changes to EU legislation; to review how we work with healthcare professionals and support medical education; and to make a bigger impact at an international level.

2014 ASSOCIATION LEADERSHIP

MedTech Europe Board

Jürgen SCHULZE
Chairman (EDMA)

Rob TEN HOEDT
Vice Chairman (Eucomed)

Roy BRIDGES
Treasurer (Eucomed)

Philippe JACON
Board Member (EDMA)

Meinrad LUGAN
Board Member (Eucomed)

Christian PARRY
Board Member (EDMA)

EDMA Executive Committee

Jürgen SCHULZE
VDGH - German national association
(Sysmex)

Christian PARRY
SIDIV - French national association
(Stago)

Benny ONS
UNAMEC - Belgian national association
(BD)

Michel BONNIER
bioMérieux

John D. COULTER
Abbott Diagnostics

Lorenzo FRACASSI
ASSOBIOMEDICA - Italian national ass.
(Dasit S.p.A.)

Claudia GEIS
SVDI / ASID - Swiss national association
(Bayer)

Michael HEUER
Roche Diagnostics Ltd.

David HORNE
BIVDA - British national association
(Alere)

Philippe JACON
Cepheid

Nadav TOMER
Johnson & Johnson

Tadeusz TUORA
IPDDL - Polish national association
(PZ Cormay S.A.)

Vicky VOULGARAKI
Thermo Fisher Scientific

Stefan WOLF
Siemens

Eucomed Executive Board

Rob TEN HOEDT
Medtronic

Xavier BERLING
Stryker Europe

Cristiano FRANZI
Covidien

Ciro ROEMER
Johnson & Johnson

Diogo MOREIRA-RATO
Smith & Nephew

Roy BRIDGES
ABHI - British national association
(BD)

Meinrad LUGAN
BVMed - German national association
(B. Braun)

Ricardo ARIAS-DUVAL
FENIN - Spanish national assocation
(Fresenius)

Louise FEILBERG LEVY
Medicoindustrien - Danish national ass.
(Coloplast)

Denis HANSJACOB
SNITEM - French national association
(St. Jude Medical)

Anna LEFEVRE SKJÖLDEBRAND
Swedish Medtech - Swedish national ass.

Claes WALLER
Swedish Medtech - Swedish national ass.
(Cook Medical)

Miguel BERNABEU
Opthalmic Surgery & Vision Care
Sector Representative
(Alcon)

Klaus GRUNAU
Community Care Sector Representative
(Hollister)

Michael ONUSCHECK
Cardiovascular Sector Representative
(Boston Scientific)

Renaat VERMEULEN
Orthopaedic Sector Representative
(Biomet)

CONTRACT FOR A HEALTHY FUTURE

MedTech delivering value

The medical technology industry recognises that steering our healthcare system onto a sustainable path means fundamental changes to how we work. That is why the MedTech Alliance published the *Contract for a Healthy Future* in 2012.

In this five-year strategy we commit ourselves to adapting our business model to deliver value-based innovations – and to proving their value with robust data. The bottom line is that the exciting innovations medical technology companies are developing will only fulfil their game-changing potential if they are embraced by the healthcare system. For this to happen, it is essential that new products deliver more than *just* efficacy: they must offer demonstrably better outcomes at a reasonable price over the full cycle of care.

Now in its third year, the *Contract* is the beacon that guides medtech companies, large and small, in adapting to meet the needs of payers and patients. Companies are gathering evidence to make the case for the impact of medtech. This takes time but the industry is on the right path. Several examples of the value our innovations offer can be found on a dedicated website, reforminghealthcare.eu. These range from diagnostic companies that deliver quality products and better workflow, to a manufacturer which has used its deep understanding of dialysis to open world class specialist clinics.

We help patients live their lives and can reduce overall pressure on health services through early diagnosis, earlier hospital discharge and healthcare to people in the community. This is a source of pride and should be communicated to other health service players.

As an industry we are showing that we understand the change that is needed. *And that we are living it.*

Milestones

EDMA has signed the *Contract*, injecting fresh momentum into the medtech industry's five-year strategy

Two reports – *Creating Value in EU Healthcare and Boiling Point*, by the Boston Consulting Group – build on the principles set out in the Contract and show how the industry is responding to the challenge

Industry leaders at the annual CEO Round Table delivered guidance in shaping industry strategy and secure high-level buy-in

The annual MedTech Forum has been a platform where progress was tracked and ideas were shared

MedTech Alliance leaders have presented the industry's vision at various events and in various media outlets.

Looking ahead

MedTech Europe will continue to reach out and communicate the value of medtech to our key target audiences: payers, policymakers, regulators, healthcare administrators and the general public. This will be delivered in partnership with national associations and companies and feature innovative communications tools ranging from multimedia online campaigns to exhibitions and meetings with Members of the European Parliament and a medical technology week across Europe.

Europe needs a MedTech industry that develops innovative solutions to the challenges our patients and health systems face today. That is why we are committed to delivering on the promise of the Contract.

Meinrad Lugan, Board Member, MedTech Europe, Eucomed and Member, B BRAUN Managing Board

FACT

Demonstrating value of MedTech

5 PAPERS
published in scientific journals

16 KEYNOTES
at scientific conferences

research sponsored by Eucomed


Health Care
Doctor
Hospital
Pharmacist
Nurse
Dentist
First Aid
Surgeon
Emergency

EUROPEAN REGULATIONS

Medical devices

Change is the new norm in Europe, including in the regulatory arena. In 2012, the European Commission released its proposal on how medical devices are assessed and brought to market. Eucomed joined others in acknowledging the need to strengthen the European framework for medical devices.

The proposed overhaul came in the wake of a scandal over fraudulent PIP breast implants and the industry made clear that this should never happen again. Patient safety will always remain paramount.

But favouring reform does not mean accepting any change. Eucomed was concerned that plans to fundamentally alter the process of how products progress from conception to the patient would introduce unnecessary delays. This is clearly bad news for patients and for the industry but also has broader negative implications for European competitiveness.

The legislative proposal from the European Commission is now in debate with Members of the European Parliament (MEPs) and Member States' national ministry representatives in the European Council.

Milestones

Together with our membership, and in particular with our national associations, we engaged in a concerted and proactive dialogue with Members of the European Parliament (MEPs) and Member States' national ministry representatives at both the EU and national level.

Our overall outreach called for a more balanced approach to the new regulations that would put patient safety first without jeopardising

Europe's standing as a hub of medtech innovation and competitiveness.

The result of the ongoing dialogue of industry with its stakeholders was that the European Parliament sought fit to develop a less bureaucratic system that works for patients, doctors, industry and innovators in its final report.

Keep what works for Europe and fix what needs to be improved - but don't dismantle a system which is the envy of many.

Looking ahead

The revision of the medical devices directives still remains the subject of detailed discussions between MEPs, EU Member States in the European Council and the European Commission. Eucomed will continue to advocate for a balanced approach that will deliver the right changes for Europe.

Through Eucomed, the industry has supported many proposed legislative measures which pave the way for improved patient safety. We just have to make sure that we avoid adding needless bureaucracy to a system that has proven to provide patients timely access to safe devices. We need to preserve Europe's MedTech innovation climate and a system that works for patients in Europe.

Zeger Vercouteren, Chairman, Public Affairs Network, Eucomed and
Executive Director Worldwide Government Affairs & Policy, Johnson & Johnson.

In Vitro Diagnostic medical devices

The new IVD regulation has been at the heart of EDMA's work since the European Commission published its proposal in September 2012. With support from its members, EDMA reached out to key Members of the European Parliament to emphasise the importance of IVDs in delivering efficient care to patients.

Milestones

The approach included visits to manufacturing sites, and several roundtable discussions in the lead up to the Parliament's first vote in October 2013. The central message was that European regulations must ensure patients have access to safe and innovative technologies.

It was also essential that politicians understood the distinction between IVDs and medical devices, the most important being that IVDs never come into direct contact with patients. For this reason, separating diagnostics from medical devices when crafting EU laws makes perfect sense.

Following a coherent and consistent dialogue, Members of the Parliament acknowledged that IVDs are distinct and derived a specific definition of companion diagnostics.

Looking ahead

Our commitment to patient safety throughout the legislative process underlines the in vitro diagnostic industry's willingness to embrace needed change, making EU rules fit for 21st century technology and 21st century patients.

In vitro diagnostics are tests used to understand the status of one's health, making them very different from medicines or other medical devices. In discussions at EU level, EDMA is making clear that the specificities of our industry are understood so that any new rules are tailored to our products.

Benny Ons, Treasurer, Executive Committee,
Chairman, Regulatory Affairs Committee, EDMA
BD Diagnostics and BD Biosciences Europe

LEGAL AND COMPLIANCE

When people look at Europe's medtech industry they expect new ways to maintain and improve their health. But they also expect that this is delivered in a responsible way. Working to the highest standards of ethical behaviour is not an optional extra – it is the only way to do business.

Milestones

For medtech companies, large and small, understanding how to act appropriately is essential. The Legal and Compliance team at MedTech Europe provides members with guidance on how to collaborate with healthcare professionals, including lab technicians. The first step has been the setup of the MedTech Europe Compliance Network, comprised of EDMA and Eucomed member companies' compliance officers and legal counsels as well as national associations.

For the medical devices sector, Eucomed has committed to ensure that the industry's collaboration with healthcare professionals adheres to the highest ethical standards. Several concrete actions have been taken to guide members: the launch of the conference vetting system Ethical MedTech in early 2012; Eucomed's collaboration with AdvaMed to develop joint guidance on Third-Party Management and Distributor Relations; the launch of the Eucomed Ethical Business Logo, a voluntary expression of commitment to uphold the highest ethical standards; and the Global Medical Technology Compliance Conference (GMTCC).

Looking ahead

In the years to come, ethics and compliance issues are set to become an increasingly important part of how the industry operates. Eucomed and EDMA are working on

a common code of practice – the MedTech Europe Code – which will apply to all members of the alliance. This is far from simple given that business practices can differ from one country to the next, but the goal is for both organisations to approve the new code in November 2015. It should be implemented by corporate members and national associations alike in the following years.

Patients, policymakers and regulators want the industry to move in this direction and healthcare professionals and customers understand that this is the right direction. Having a code of the highest standard builds trust and strengthens our capacity to work with external stakeholders. A detailed look at how the industry works with healthcare professionals and laboratory scientists lies ahead. This will include a meaningful conversation about support for healthcare professionals' attendance to third-party medical conferences and the need for transparency. The key here is to foster credibility and trust by delivering the change.

The European compliance landscape is changing rapidly, with some countries regulating healthcare professional sponsorship with measures ranging from partial to full bans, while others have opted for various levels of transparency and disclosure requirements. At European level we need to be proactive and drive a comprehensive consultation process with scientific organisations and other relevant stakeholders to work towards a new framework that reflects today's reality. And this while ensuring healthcare professional's continued access to the training and education they need.

Dr. Michael Banz, Vice President Corporate Legal & Compliance, Paul Hartmann AG

FACT

About Ethical MedTech: Conference Vetting System

Launched beginning of 2012, the Eucomed Conference Vetting System is a centralised decision-making system that encourages transparency and consistency in medical conferences.

	2012	2013
Total submissions in CVS	90	585
Compliant	34	373
Not compliant	53	40
Not assessed	3	172

website: www.ethicalmedtech.eu

MARKET ACCESS

MedTech firms create new devices and diagnostic kits to improve patients' lives. The full potential of these innovations is only realised if the product reaches the patient. For companies investing heavily in R&D, having access is essential.

However, navigating Europe is not always easy. Understanding EU and national procurement, health technology assessment (HTA), and reimbursing and funding systems can be a daunting task.

Health Technology Assessment for medical technologies

Decisions on whether to reimburse medtech products might increasingly be influenced on Health Technology Assessment (HTA). Payers, patients and health professionals want technology that works and is cost-effective. They want value.

Yet HTA is still evolving and it is important that methods for measuring the value of IVDs and medical devices are fitting. HTA models used for pharmaceuticals are not always applicable for medtech. For MedTech Europe, shaping the development of HTA is a priority.

Milestones

The HTA Working Groups have been intensely involved in European HTA activities, working with EUnetHTA since 2006 and the EU HTA Network since 2013. By responding to in excess of 20 stakeholder consultations per year, participating in quarterly meetings of the Stakeholder Forum, and arranging additional meetings between industry experts and EUnetHTA, industry input is assured.

Looking ahead

HTA is here to stay. The medtech industry's goal is to make the system much more efficient, more consistent, and better suited to IVDs and medical devices.

EDMA is expanding its capacity for addressing HTA. It is dedicating resources to supporting members in engaging on these issues so that the unique qualities of IVDs are reflected by the HTA system.

Market Access for medical devices

Market access experts at Eucomed are invaluable for companies of any size. By availing of this expert knowledge and market intelligence, members can accelerate the pace at which their technology reaches new patients. And by sharing examples of best practice, the industry seeks to raise standards across Europe and make market access more predictable.

The team also offers detailed insights on EU policies that can have a real impact on business: the EU Procurement Directives, the Cross-border Healthcare Directive, the European Semester and the Expert Panel on Effective Ways of Investing in Health, to name but a few.

Milestones

Publication of Eucomed Position Paper on *6 Key Principles for the Efficient and Sustainable Funding & Reimbursement of Medical Devices*
Development of Procurement Working Group perspective on *Key Principles of Smart Procurement for Medical Devices*

Looking ahead

Collaborating with payers, policymakers, procurement and HTA bodies will be an increasingly important task. Equally valuable is providing national associations and member companies with toolkits on issues such as implementing the Procurement Directive.

Good practices on the economic value of medical technologies will be developed and disseminated to support the industry in communicating value.

HTA is becoming more important and we need to be an integral part of the discussions that take place on the European stage. Having an industry association that represents us effectively is critical.

Karsten Berdt, Chairman, Health Technology Assessment Task Force, EDMA and
Senior Project Manager, Diabetes Care, Roche

EDMA and Eucomed as part of the MedTech Europe alliance has resulted in various positive outcomes. It makes sense to continue to work closely together as we have mutual interests and shared perspectives on certain topics.

Christian Parry, Vice President, Executive Committee,
EDMA, Board Member, MedTech Europe and
Director of Production, Stago

INTERNATIONAL REGULATIONS & EX-EU ACTIVITIES

When we talk about leading the change, we are keen to look beyond the borders of markets where we do business today. Europe has an opportunity – and a responsibility – to help shape the healthcare landscape for patients around the globe.

No system is perfect but, in Europe, patients have swift access to innovative technologies that can save lives, save time and save money. Europe is a major user of medtech as well as a hub of innovation. That is why EDMA and Eucomed are actively engaged in discussions at the international level.

When it comes to international harmonisation, or when developing countries are looking for a model on which to base their medtech regulatory system, our input is highly valued – a fact in which we should take considerable pride.

Milestones

As MedTech Europe, we played a leading role in the International Medical Devices Regulators Forum, particularly in 2013 when the EU chaired the Forum. From unique device identification and audit systems, to software and regulated product submissions, the Forum is an opportunity for detailed input on a range of technical areas.

Looking across the Atlantic, MedTech Europe has been involved in the Trans-Atlantic Trade and Investment Partnership (TTIP) between the US and EU where diagnostics and devices are now accepted as a priority for regulatory convergence.

EDMA's work on the Asian Harmonization Working Party, the new Pan-African Harmonization Working Party and the Latin American Alliance for the Development of Diagnostics is a fine example of how we are influencing the global future of IVDs.

Engaging with international organisations, notably the WHO on revising the Pre-Qualification Programme for Diagnostics and the Expert Committee on Biological Standardization, demonstrates our commitment to raising standards around the world. Bilateral relationships matter too. We work closely with the EU-China Medical Device Expert Roundtable which focuses on regulatory collaboration.

In all of this, EDMA's success owes much to a network of member companies and trade associations across the globe, in particular AdvaMedDx (USA), CBDL (Brazil), IVD Australia, JACRI (Japan), JAIMA (Japan) and MEDEC (Canada).

Looking ahead

Our members know that helping emerging nations to build robust systems inspired by the European model will simplify expansion into new markets. Patients can be excited by the prospect of accessing innovative technologies that add real value to their lives. International harmonisation and engagement with international organisations are amongst the few Ex-EU subjects that the new Ex-EU policy department will tackle with ever more dedication, time and talent.

Our companies think global. We are actively contributing to the discussions on global health challenges. Our industry associations play an important and expanding role on the international stage.

Philippe Jacon, Executive Committee, EDMA, Board Member, MedTech Europe and President High Burden and Developing Countries, Cepheid.

MEDTECH IN ACTION

CEO Roundtable

The annual European MedTech CEO Roundtable brings together European CEOs and Presidents of EDMA and Eucomed corporate members as well as Board members of both associations.

Statistics:

34
participants in 2012

50
participants in 2013

Feedback:

80%
met expectations

100%
recommend the event

80%
liked the format

70%
liked the content

European MedTech Forum

The annual European MedTech Forum is the largest health and medical technology industry conference in Europe. For members and stakeholders, it's an opportunity to be informed of the latest trends and insights.

Statistics:

419
participants in 2012

559
participants in 2013

168
downloaded app in 2012

234
downloaded app in 2013

Feedback

88%
liked the format

80%
liked the interactivity

website: www.medtechforum.eu

Global MedTech Compliance Conference

The Global MedTech Compliance Conference (GMTCC) is the most comprehensive meeting for medtech industry executives, in-house lawyers, compliance professionals, international policymakers, and other industry stakeholders focused on European and international compliance issues. Jointly organised by Eucomed and AdvaMed, the event offers opportunity to keep informed of the latest and emerging trends in healthcare compliance.

Statistics:

223
participants in 2012

230
participants in 2013

website: www.gmtcc.com

Patient-MedTech Dialogue

The "Patient-MedTech Dialogue," is a formally established collaboration between European Patients' Forum (EPF) and MedTech Europe. The objective of the platform is to establish a continuous dialogue between the patient representatives and the medical technology industry in Europe in order to increase understanding of each other's views, explore areas of shared interest and eventual collaboration on concrete projects.

Statistics:

Dialogue open to 15 patient organisation representatives and 15 company representatives

3
meetings in 2012

3
meetings+discussion in 2013

Lab Tests Online

Lab Tests Online is an information resource developed to help patients and care givers better understand the laboratory tests used to diagnose, monitor, screen, manage and assess predispositions and diseases.

This award-winning platform is created by American Association for Clinical Chemistry and developed globally in partnership with EDMA and scientific societies.

Statistics:

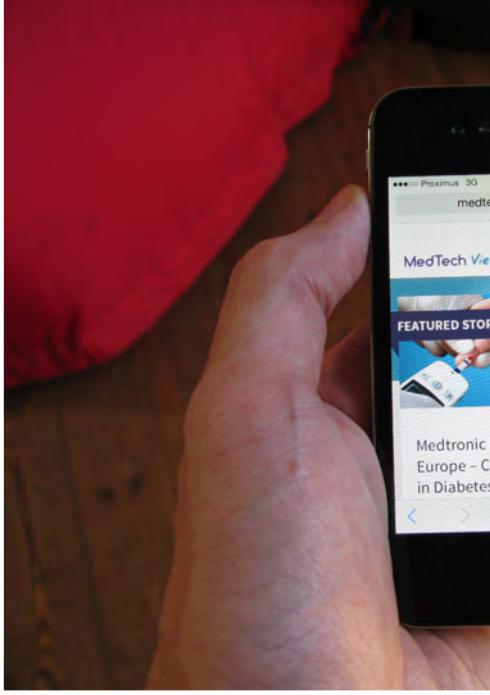
34million
total visits in 2012

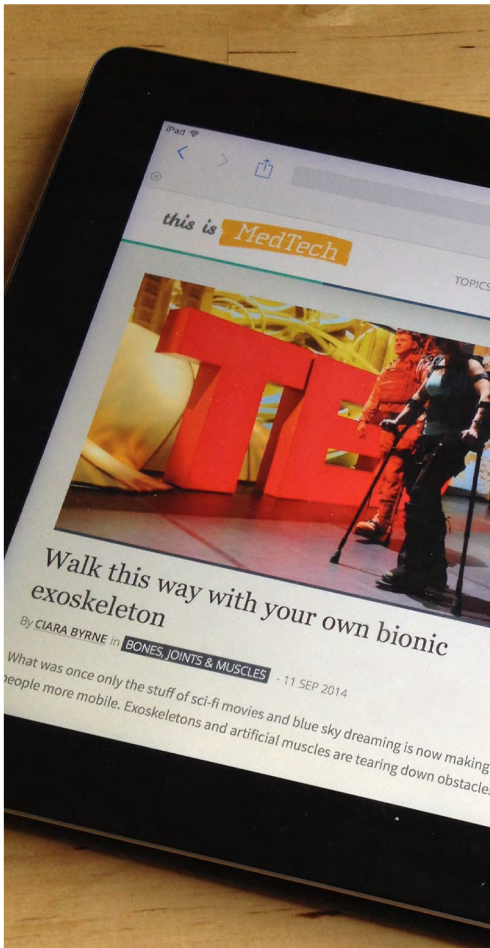
36million
total visits in 2013

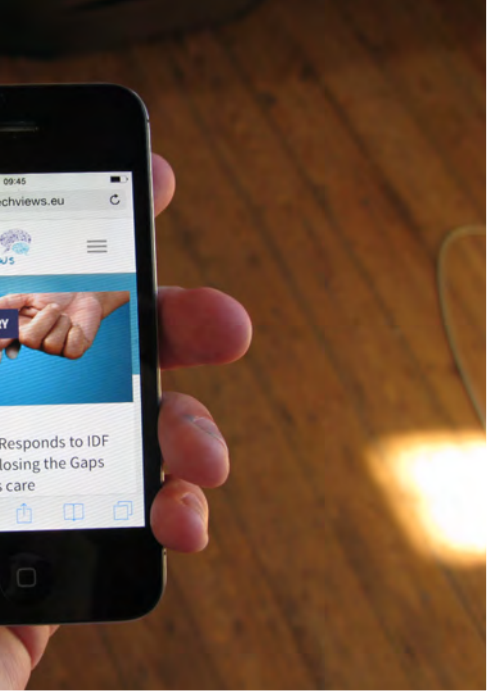
14
different website languages

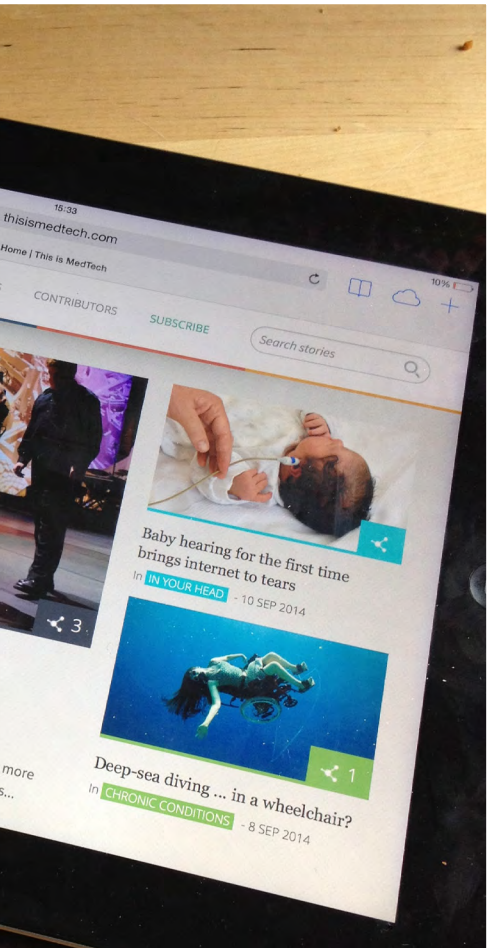
12
websites in Europe

website: www.labtestsonline.org









Looking ahead

MedTech Views

Seeing the success of the MedTech Europe Blog and the need for open exchange of views about medical technologies, MedTech Europe Blog will be replaced by MedTech Views in early 2014. MedTech Views will bring you a frank and open dialogue between patients, healthcare professionals, policymakers, social innovators and the EU medtech industry on medical technologies.

Average monthly visits

2176
visits Eucomed blog in 2012

3383
visits MedTech Europe blog in 2013

website: www.medtechviews.eu

this is MedTech

From pregnancy tests and artificial retinas to prosthetic legs and bionic exoskeletons, this is MedTech will cover the stories behind the MedTech that changes and saves lives and the people whose lives will never be the same because of it.

website: www.thisismedtech.com

The MedTech Europe alliance has been instrumental in creating a clear industry vision and strategy, helping our industry to respond in a rapidly evolving environment.

Vicky Voulgaraki, Executive Committee Member, EDMA and Director for EU Government Affairs, Thermo Fisher Scientific

EUCOMED ETHICAL BUSINESS LOGO

It's time to take the next step in MedTech compliance

The MedTech compliance landscape is changing—and the way the MedTech industry works with healthcare professionals is changing as well. Our industry is becoming more transparent and it continues to tackle compliance issues head on.

The Eucomed Ethical Business Logo Programme is an opportunity for all MedTech companies, even non-Eucomed members to get their compliance governance checked and benchmark their efforts against the industry standard – it's an opportunity to bear the logo, a signal to the outside world that they are serious about compliance.

ETHICAL
COLLABORATION
IN HEALTHCARE
CERTIFIED

Licensed by Eucomed

Companies awarded Ethical Business Logo

website: eucomed.org/ethicalbusinesslogo

MEMBERSHIP SERVICES

The European Medical technology industry needs to be adequately represented in Brussels and beyond. This means being recognised as a credible voice that is reaching out and engaging with policymakers and other stakeholders.

MedTech Europe, Eucomed and EDMA bring their members' perspective to decision-makers in the European Parliament and European Commission, and offer key insights into policy trends emerging at EU level. This combination of influence and intelligence helps members to make smarter decisions that benefit their business.

Members have access to a host of exclusive resources in the Members Areas of the EDMA and Eucomed websites. Here you will find information on our activities, as well as policy intelligence and special offers.

Members of both Eucomed and EDMA can avail of public affairs training; advice on engaging with other stakeholders; and tools for monitoring developments in a policy environment which can be challenging to navigate without expert guidance.

MedTech Europe keeps you in the loop

Access to insights and analyses of key developments in the EU policy environment, along with summaries of complex legislation.
Discount rates to attend the European MedTech Forum and the Global Medical Technology Compliance Conference
Exclusive access to the European MedTech CEO Round Table
Focus on MedTech, offers news and opinion on the issues that matter to you

EDMA keeps you in the loop

EDMA eNews is a monthly newsletter exclusive to members, detailing key European and international news.
EDMA provides comprehensive market intelligence by publishing the *Global Diagnostic Market Statistics* and *Management Information System*.

Eucomed keeps you in the loop

Eucomed Executive Briefing is designed to provide senior executives with succinct updates on key projects and activities.
The Eucomed Market Access team provides data on various segments of the medtech market, for an additional charge.

"Through MedTech Europe's activities and outreach, the device and diagnostic industry has been able to reach a wider audience more effectively.

Patrick Flochel, Partner and Global Pharmaceutical Sector Leader, Ernst & Young

OPERATIONS

- Serge Bernasconi, Chief Executive Officer
- Rie Santos, Personal Assistant

Regulations & Industrial Policy - EDMA

- Jesús Rueda, Director
- Petra Zoellner, Manager
- Katalin Máté, Manager
- Diana Kanecka, Assistant

Regulations & Industrial Policy - Eucomed

- John Brennan, Director
- Merlin Rietschel, Manager
- Thecla Sterk, Manager
- Dario Pirovano, Consultant

Government Affairs & Public Policy

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- Edel Fitzgerald, Manager
- Valentina Laurenzia Ancona, Manager
- Magdalena Kalata, Officer
- Sonja Kropidlowska, Assistant

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- Thomas Lindemans, Manager
- Brett Kobie, Manager
- Shweta Kulkarni, Manager
- Laurence Couturier, Manager, Events
- Noreen Aldworth, Officer
- Julia Alvarez Herraez, Intern

Medical Technology is there throughout your life.

From before you are born...
... until the end of your life.

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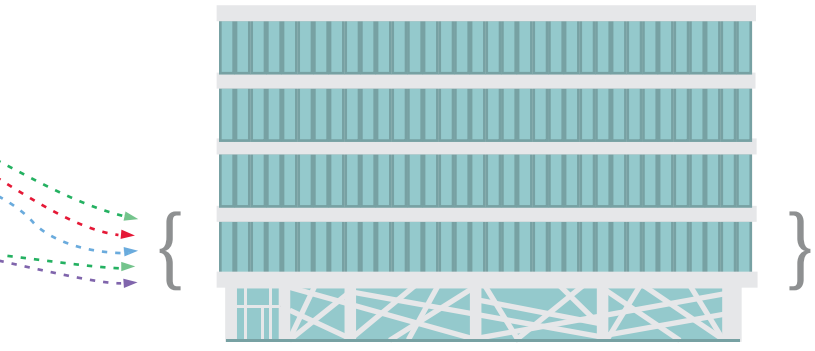
- Aline Lautenberg, Director
- Kristina Smailyte, Officer
- Christine Sainvil, Consultant

Market Access & Economic Policies

- Yves Verboven, Director
- Zuzana Pisano, Manager
- Sophie Koettlitz, Manager
- Victoria Wurcel, Manager

Market Data

- Cristian Manoiu, Senior Manager
- Simona Ferrulli, Officer
- Elena Merkourieva, Officer
- Florencia Mauri, Coordinator



Human Resources & Administration

- Nicolas Van Mele, Financial Controller
- Christopher Breyel, Senior Manager
- Florence Poncin, Senior Manager
- Patricia de Buyl, Senior Manager
- Caroline Raets, Officer
- Swati Goffin, Assistant

2012-2013 ATTENDANCE RECORDS

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- **Jürgen SCHULZE**
  Vice Chairman (EDMA)
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  Board Member (EDMA)
- **Alain COUDRAY**
  Board Member (Eucomed)
- **Christian PARRY**
  Board Member (EDMA)
- **Roy BRIDGES**
  Board Member (Eucomed)

*EDMA Executive Committee**

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  VDGH (Sysmex)
- **Christian PARRY**
  SIDIV (Stago)
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  UNAMEC (BD)
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  Abbott Diagnostics
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  bioMérieux
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  Cepheid
- **Ugo GAY**
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- **Michael HEUER**
  Roche Diagnostics Ltd.
- **Werner HOFACHER**
  SVDI / ASID (Beckman Coulter)
- **David MARTIN**
  BIVDA (Bayer)
- **Tadeusz TUORA**
  IPDDL
- **Vicky VOULGARAKI**
  Thermo Fisher
- **Vivian WANG**
  Johnson & Johnson

*Eucomed Executive Board**

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  Johnson & Johnson
- **Ricardo ARIAS-DUVAL**
  FENIN (Fresenius)
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  Stryker Europe
- **Miguel BERNABEU**
  Alcon
- **Roy BRIDGES**
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  Assobiomedica (Artsana)
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- **Alain COUDRAY**
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  Covidien
- **Klaus GRUNAU**
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  St. Jude Medical
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  FENIN (Boston Scientific)
- **Anna LEFEVRE-SKJÖLDEBRAND**
  Swedish Medtech
- **Meinrad LUGAN**
  BVMed (B. Braun)
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  Smith & Nephew
- **Thierry SARDA**
  Smith & Nephew
- **Renaat VERMEULEN**
  Biomet
- **Claes WALLER**
  Cook Medical

**From October 2011 to October 2013*

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www.thisismedtech.com & www.facebook.com/thisismedtech

MedTech Views

MedTech Views brings you frank and open dialogue between patients, healthcare professionals, policymakers, social innovators and the EU medtech industry on medical technologies.
www.medtechviews.eu

MedTech Europe
from diagnosis to cure

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So head over to medtecheurope.org/subscribe.

October 2014

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