

MEDTECH RADAR

Innovations in medical technology | Media service
10th Issue | Spring Edition | Volume 5

#1/2018

MedTech Radar Live 2018

Start-ups Medium-sized companies Investors

Healthcare 4.0

**Wanted: smart
and digital**

Industry perspective

**Why start-ups
are needed**

A cooperation of

BVMed
Gesundheit gestalten

EARLYBIRD

High-Tech Gründerfonds

**medtech
ZWO**



HEALTHCARE 4.0

Wanted: Smart and digital

Ten entrepreneurs have the opportunity to present new business models in the fields of digital health, services, rehabilitation, care and big data to investors and industry representatives at MedTech Radar Live 2018.

An expert jury of med-tech industry representatives, health insurance providers, and financial and marketing professionals will evaluate and assess business plans to be submitted by the end of March. The conference offers ten entrepreneurs the opportunity to sell their idea to the public, receive direct feedback from an expert panel, and make valuable contacts with the investors and industry representatives in attendance.

The initiative is backed by the German Medical Technology Association (BVMed); Earlybird, a venture capital investment firm; BARMER; High-Tech Gründerfonds (HTGF); and medtech zwo, a magazine specialising in medical technology. The event's patron is the Minister for Economics, Innovation, Digitisation and Energy in North Rhine-Westphalia, Dr. Andreas Pinkwart. Another local partner on board

is the investor NRW.Bank. "The initiative and event allow us to bring young med-tech entrepreneurs together with established medical product companies and investors", says BVMed Managing Director and Board Member Joachim M. Schmitt. The initiative is directed specifically at start-ups or smaller medical technology businesses aiming to transform the healthcare industry and patient care through an innovative business idea.

Start-ups: no limits to the imagination

The programme focuses on digital health, services, rehabilitation, care and big data involving medical technology. "The development and application of digital solutions are still in their infancy in Germany. Yet many start-ups in particular offer entirely new approaches thanks to their open outlook: in many cases they consistently put the user at the heart of

Abb.: sdecret/fotolia.com

what they do. There are no limits to their imagination. That's how we learn to look beyond the beaten track," emphasises Benjamin Westerhoff, Manager of the Care Programme at BARMER. It is against that backdrop that the health insurance provider is seeking to support entrepreneurs in the development of new ideas. "It's absolutely clear to us that at the end of the day all the participants have to understand how the health system operates. That might not always be fun, but the alternative is that we don't know where we stand. We can only work together if we're singing from the same hymn sheet."

Huge demand for chronic illnesses

There is great demand for innovations in the treatment of patients with chronic illnesses in particular, as well as for specific health services for the elderly. "One example is the 'MemoreBox', a preventative project in retirement and nursing homes whereby elderly

.....
„Start-ups consistently put the user at the heart of what they do. There are no limits to their imagination. That's how we learn to look beyond the beaten track.“

patients play on a console to train cognition and motor skills. An indirect benefit of the programme is that it also makes for a livelier atmosphere in the homes. Such concepts go to show that it isn't written in stone that digital solutions can only be effective when it comes to young people," explains Westerhoff. At the same time, companies must also remember to focus on an existing problem that specifically addresses insufficient care provision and fulfils a medical need. Westerhoff: "We don't require solutions for problems yet to be found."

Thom Rasche, partner at Earlybird, sees the slow but sure improvements in the environment when it comes to implementing digital solutions in Germany as a positive sign: "The ban on remote treatment is being discussed in Germany and may be loosened in May. For the first time, digital business models could also be implemented here", empha-

MedTech Radar Live 2018

16th May 2018, Cologne

.....

Target audience: established medtech companies, investors & medtech entrepreneurs

Participation conditions: free entry after registration **until 2nd May at BVMed:**
www.bvmed.de/radar-live

Advice: number of places limited to one person per company/institution/organisation

More information: www.medtechradar.live

sises Rasche. "An exciting time that promises new opportunities for the industry and start-ups alike." In the long term, it is important that Germany does not lose sight of new approaches to healthcare and that good ideas can find their way to patients despite complex regulatory frameworks. "We aim to bolster Germany's capacity to innovate. That's why, as co-founders of MedTech Radar Live 2018, we're on the look-out for innovative start-ups whom we can support through partnerships," says Michael Brandkamp, Managing Director at the High-Tech Gründerfonds (HTGF).

Challenging environment for entrepreneurs

Such support will become increasingly important in view of the latest legal requirements. Brandkamp continues, "The environment for new start-ups in the med-tech industry is clearly becoming more challenging as a result of a range of factors, including the new Medical Device Regulation". On top of that, there is the new EU General Data Protection Regulation, and at the same time technological developments in areas such as blockchain and cyber security are opening up new digital possibilities. "We want to use the Start-up Pitch Day to support business ideas that can increase the quality and transparency of healthcare", says Joachim Schmitt, BVMed Managing Director. 

INDUSTRY PERSPECTIVE

Why start-ups are needed

Strategic co-operation between medical technology firms and start-ups could foster more innovation within the industry and be a decisive factor in the success of small and medium-sized businesses (SMEs) – particularly in light of the increasingly complex regulatory market environment.

While a co-operation model for start-ups in other sectors is already well-established, the medical technology industry in Germany has seen only a modest degree of contact between established companies and young entrepreneurs so far. That is about to change with the arrival of 'MedTech Radar Live 2018'. "The industry is currently facing a wealth of challenges. Individual companies, in particular small to medium-sized enterprises, do not have the resources to manage these alone," Marc Michel speaks from experience. The managing director of PETER BREHM GmbH, an endoprosthesis specialist based in Weisendorf, Erlangen, knows what he is talking about: "At the moment, almost all of our resources for development are spent on handling regulatory requirements that have arisen from the new EU Medical Device Regulation." Nonetheless, he will join the jury panel on the Pitch Day 'MedTech Radar Live 2018'. He is certain that collaborations with start-ups make strategic sense in the ongoing complex market environment in which

companies find themselves at present. Whereas one side can offer plentiful inventions, enthusiasm and creativity, established companies can contribute market knowledge, regulatory expertise and sales structures (see interview).

Establishing contact with market players

From the perspective of Benjamin Westerhoff, BARMER, it is exactly this combination that is of critical importance: "Knowledge of how to actually get into the market is a trouble area for every start-up. Events such as MedTech Radar Live offer entrepreneurs the opportunity to generate valuable contacts with those who have already established in the market."

MedTech Radar Live 2018 – Who will be there?

Organisers: BARMER, Earlybird Venture Capital, BVMed, NRW.Bank, HTGF, medtech zwo

Participants list (extract): Paul Hartmann AG, Deutsche Telekom, smartHELIOS, Creathor Venture, Philips Healthcare, Inspire Medical Systems Inc., Zimmer Biomet, Rhön Klinikum AG, auric Hörsysteme, Deutsche Bank AG, HSH Nordbank AG, Janssen Cilag GmbH, Boehringer Ingelheim Venture Fund, pfm medical AG, Gerromed Pflege und Medizintechnik GmbH

More information: www.medtechradar.live



MEDTECH RADAR | Mr. Michel, why should the medtech industry work with start-ups?

Marc Michel | We in the industry are all potential patients and also rely on new innovative medical products being brought to the marketplace in future. Start-ups, with their rich capacity for inventions, can help us achieve that goal. Just think of the potential of digitisation! Small to medium-sized businesses in turn offer solid industry knowledge, international relations and established business models. This line-up could see strategic partnerships acting as an important key factor in the success of SMEs.

MEDTECH RADAR | What are the biggest challenges facing innovation in medical technology today?

Marc Michel | As a company with 180 employees, we represent many other medtech companies that develop new products for the market. We have been faced with the new EU Medical Device Regulation (MDR) since 2017 which involves a great deal of personal and financial resources, even for established companies. That is particularly true when it comes to the wealth of existing products that have already been on the market for many years. At the same time, we have to ensure that we continue with our innovation activities and organise them as efficiently as possible. Start-ups could make considerable contributions in that regard: by offering digital processes that could simplify the collection and management of clinical data or sensors that allow us to gather patient data in real-time, to name but a few examples. I am certain that anything that helps us to deal with the increased demands of the MDR or leads to other product improvements will be most welcome.

MEDTECH RADAR | Have you already experienced collaborating with start-ups at PETER BREHM?

Marc Michel | A couple of years ago we had a close collaboration with a start-up in the field of computer-assisted surgery which was very promising. But before the innovation could really get off the ground, the company was bought by a large corporation for its technology. That risk is always there when SMEs

**Dipl.-Kfm. Univ.
Marc Michel**
CEO
**PETER BREHM
GmbH**



PETER BREHM GmbH is a global company with 180 employees headquartered in Weisendorf. It has specialised in hip and knee replacements as well as spinal surgery since the 1980s. Marc Michel has been with the company since 1997 and has acted as Managing Director since 2005.

work with new companies. The potential for such companies to go bankrupt is an issue too, of course. In all honesty, though, there can sometimes be problems as well where we have direct partnerships with clinics or universities, such as staff turnover if important partners switch to another clinic. That's why I don't consider such problems to be a serious obstacle.

MEDTECH RADAR | What are your hopes as a member of the start-up jury panel at MedTech Radar Live in Cologne?

Marc Michel | Representatives from the medtech industry rarely have the opportunity to network with start-ups and get a condensed overview of relevant innovations. Events such as this get us talking. I'm looking forward to it! 

MEDTECH RADAR

Innovations in medical technology | Media service

The MedTech Radar is a joint information service of HTGF, Earlybird, BVMed and medtech zwo. It offers insights into current trends of medical technology sector. The publication is published twice a year in spring and autumn.

The MedTech Radar is available as PDF download in German and English at the websites of the partners. The German issue is an additional part of the medtech business journal „medtech zwo“ published by BIOCOM AG twice a year in spring and autumn.



High-Tech Gründerfonds

The High-Tech Gründerfonds, an initiative of the Federal Ministry for Economic Affairs and Energy, the KfW and 29 companies, supports young technology companies with seed financing to advance research projects at least until a prototype status or until market entry.

Contact: High-Tech Gründerfonds Management GmbH | Stefanie Zillikens | Tel.: +49 228 823 00 107
s.zillikens@htgf.de | www.high-tech-gruenderfonds.de

>_ EARLYBIRD

Following a seed financing round, venture capitalists such as Earlybird Venture Capital helps companies to grow ready for the market and above as well as to scale up on an international level.

Contact: Earlybird Venture Capital
Catrin Schmidt | Tel.: +49 30 467 247 00
catrin@earlybird.com | www.earlybird.com



The German Medical Technology Association (BVMed) is an industry association that represents over 230 industrial and commercial companies in the medical technology sector. Among its members are 20 of the largest medical device manufacturers worldwide in the field of consumer goods.

Contact: BVMed | Manfred Beeres
Tel.: +49 30 246 255 20 | beeres@bvmed.de
www.bvmed.de

BIOCOM AG **medtech zwo**

As an information specialist, BIOCOM AG has supported the life sciences with journals, websites, books and videos for more than 30 years. The magazine medtech zwo reports on recent developments relating to the medtech sectors of Germany, Austria and Switzerland.

Contact: medtech-zwo | BIOCOM AG
Sandra Wirsching | Tel.: +49 30 264 921 63
s.wirsching@biocom.de
www.medtech-zwo.de | www.biocom.de

IMPRINT

Responsible for the content according to i. S. d. P.
medtech-zwo.de – BIOCOM AG, Lützowstr. 33–36, 10785 Berlin
BVMed – German Medical Technology Association, Reinhardtstr. 29 b, 10117 Berlin
Earlybird Venture Capital – Münzstr. 21, 10178 Berlin
High-Tech Gründerfonds Management GmbH – Schlegelstr. 2, 53113 Bonn
Title photo: sdecoret / fotolia.com