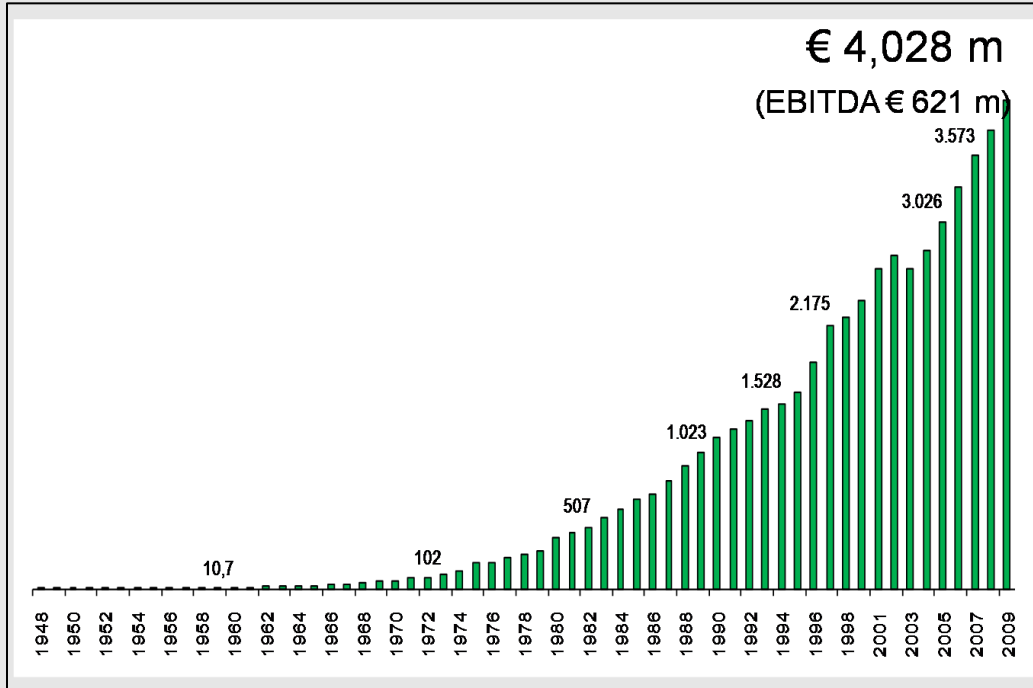




The role
individual companies, branch organizations,
platforms and government
in innovation.

B. Braun group, 2009

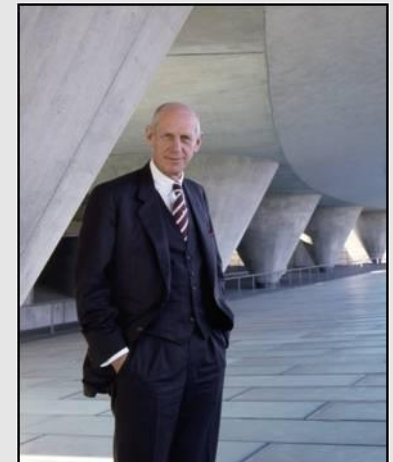


B. Braun, a family-owned company

- 170 year history
- 5th generation
- 40,000 employees
- more than 30,000 products

Our values

- innovation
- sustainability
- safety



Active:

- infusion technology, anesthesia, intensive care, cardiology, dialysis, surgical instruments, endoscopy, implants, wound care, stoma care, incontinence, urology, and many others
- hospitals, pharmaceutical wholesalers, medical bandagists, private practices, industry

*For B. Braun,
innovation is all about creating something new that works better
and improves a patient's quality of life.*



Nefemed

Nefemed is the branch organization of production & importing companies, suppliers for medical devices.

Nefemed is active and involved in national and international networks on the area of regulations, health care and industry. In the Netherlands Nefemed keeps close contacts with different public and private organisations.

Nefemed is member of Eucomed.

Nefemed has more than 60 members which all together generate an annual turnover of € 1 Billion.

Nefemed represents a significant part of the Dutch market for medical devices.



Medtech Partners

MedtechPartners is a nationwide platform between (academical) medical centers, research institutions, technical universities and (inter-) national companies in the medical technology.

Medtechpartners wants to form consortia of companies active in production, sales and/or distribution and attract financial investors.

Medtechpartners wants to reach an innovative landscape in the Dutch medical devices industry where promising innovation will be developed in a effective manner and can be sold locally or internationally.

Medtechpartners has 55 partners.

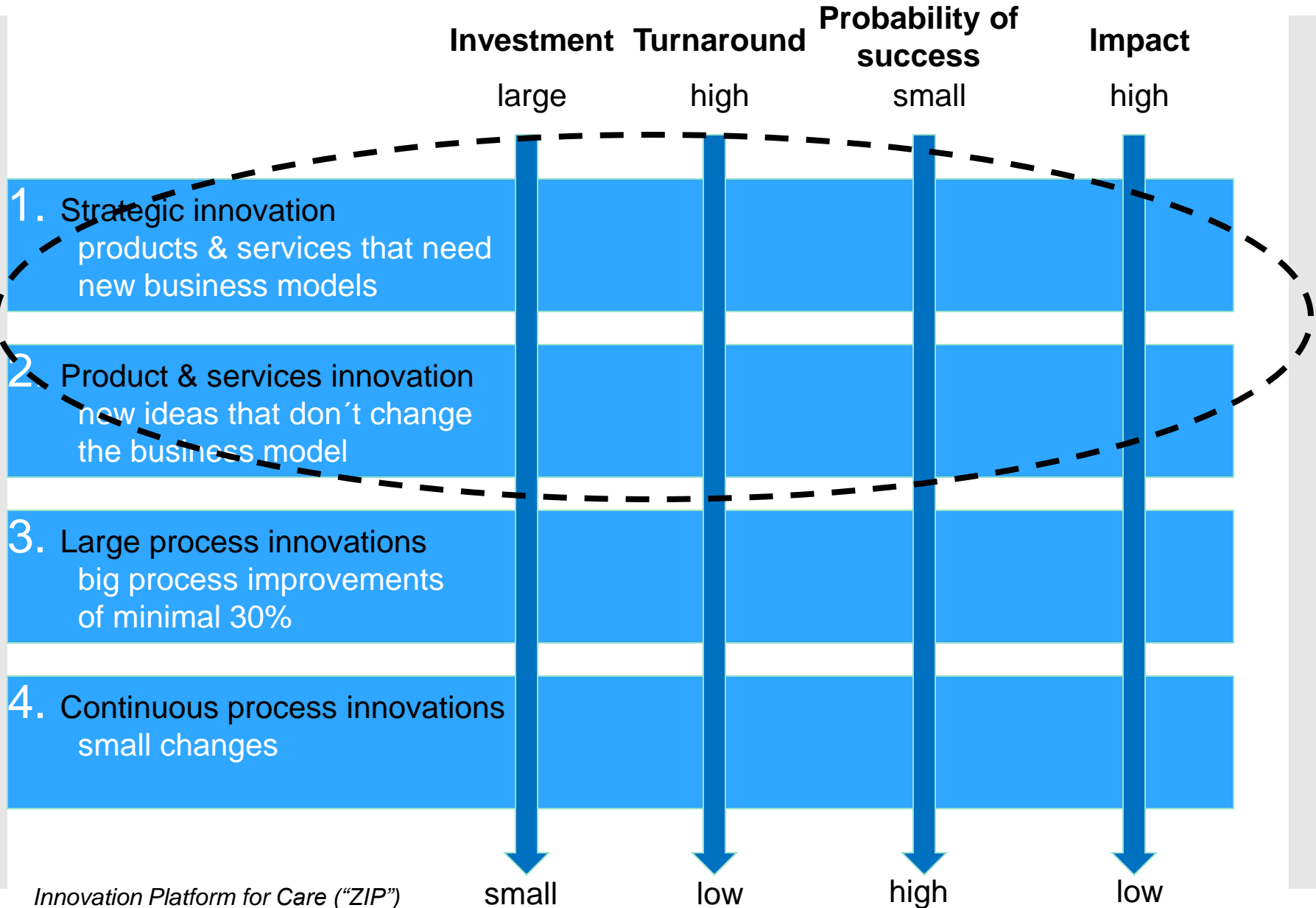
Health care future, the importance of innovation

- Growing elderly population and therefore a growing demand for cure and care.
 - 14% of the current working force is working in the health care.
 - In 2025 we need approximately 450,000 employees more, that means 1 on every 5 employees should work in health care.....!
 - It looks like that only people with money can afford good health care.
-
- Is that possible? Is that just a challenge?
 - Or are the reports wrong that state this kind of cry for help and solutions?
-
- ✓ Use of medical devices and innovation in medical technology are a solution.

Health care future, the importance of innovation

- Innovation of medical devices is continuous flow of mostly small steps, unlike pharmaceutical industry
- Innovation of medical devices is very often not seen and therefore not recognised
- Use of medical devices and innovation in medical technology are a solution.
 - if current technology is good enough....
 - if there is enough room for innovation....
 - if political arena supports innovation....
 - what can WE do....
- ✓ Innovation is needed in order to meet patients' requirements to new medical treatment and to increase efficiency of healthcare spending.

Innovation in health care



Health care costs and innovation

Cost of health care rise

- Europe % GDP range from 7.6% in Ireland to 11% in France
- Netherlands 9.8%, reports speak about 14% in 2014

Most governments try to control the cost increase

- Hospital budget control systems (DRG and DBC like systems) for medical devices
 - DBC's need to be transparent and involve ALL stakeholders.
 - Industry is no partner.
 - Risk is that only will be looked to costs and not the value and improvement for health care and society
 - F.i. in the Netherlands it is obvious that DBC obstructs innovation

Creating incentives to invent new products that are cost effective will lead to better health and more cost containment

Anthony Culyer, chairman of NICE's Research and Development Committee.

Innovation in the Dutch environment

- The market for medical devices is a worldwide operating market.
- NL small player, but with a relatively large number of IPR's.
- NL not good in converting ideas to market introductions

To turn this:

- ✓ Result oriented match making by involving third parties with the technological innovation of a device
- ✓ In an early stage organise cooperation in an “open innovation” model
 - between companies
 - between companies and research institutions
 - between companies and health care sector

For me it is clear that “open innovation” is the model for the future in order to bring innovation to the market in a faster and better manner.

Our role

Gouvernement, c.q. European commission

the new European directives or regulations need to be as flexible as possible to ensure that they are innovation friendly

encourage uniform health care technology assessment in member states

improving intellectual property right f.i. by establishing an overall EU IPR

provide substantial funding for national medical technology innovation centers and also SME's

Medical Technology sector

better coordination to prevent and reduce risk of parallel research initiatives

transfer, combine, share, exchange of knowledge

encourage a learning working environment

Our role

Branch organisations and/or platforms

Join forces in stead of competing with each other.

We are in many ways too fragmented and therefore spend unnecessary energy and resources.

- How many branch organisations for medical devices in the Netherlands?

- What do you think about regional platforms that all think they are the center of Europe?

Grants and innovation

The current way of subsidizing innovation is completely regionalised. Therefore platforms are also regional.

Effect is competition!!!

- there are many different platforms, coalitions, grouping of institutions
- Moreover many of the subsidizing programs spend a lot of money on coordination and organisation (events, PR, marketing, etc.)
- Too little money remains for the business...

Business sees no added value in this artificial split.

Business asks for a national and consequent long term approach.

Our role

B. Braun, the individual company

With continuous organic growth and we keep on having focus on innovation.

We have set in 2000 a first step to life sciences by buying Tetec Ag. Tetec is a tissue engineering company in the area of cultivation cartilage.

In 2008 we had an international competition “*Future of Sutures*”, with € 400,000 in prizes, 200 ideas, 27 countries.

✓ *Sharing Expertise is our motto that we live the whole day.*

My role

- Teach and preach importance of medical technological innovation
- Talk with customers about innovation
- Talk with staff about innovation
- Participate as much as possible in platforms and network organisations
 - board member of Nefemed
 - chairman of the board of MedTech Partners
- Share our B. Braun knowledge
- Be part of innovation, whether or not it is biotechnology

- ✓ Only then we can ensure that in the coming decades we all can get the cure and care that we all certainly will need.....



i.o.w.:

The future is bright!!

Thank you for your attention.