

**Annual European Medical Technology Strategy Forum**

# Enhancing Profitable Growth in MedTech

Driving top line measures in an increasingly challenging market environment

**Hilton Hotel Zurich Airport, Switzerland, January 29, 2019**

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Achieving profitable growth is the ultimate business objective in MedTech. Many companies struggle to deliver the desired growth and simultaneously meet profitability expectations due to a number of challenging market dynamics in Europe. Customer consolidation and procurement centralization/professionalization are putting pressure on prices for established products. A continuing high need for customer intimacy and high customer service expectations are driving up cost-to-serve. At the same time, the profit pressure relief provided by launching new products is digressive, as health technology assessments and constrained budgets limit the room for access at premium prices and make the monetization of innovations more and more challenging.

While still growing and benefiting from favourable demographics, many MedTech companies are facing increasing margin pressure. Typically companies tend to focus on inward looking cost cutting as a counter measure to improve profitability. However, best-in-class MedTech companies go beyond and look for ways to enhance profitability with effective top line measures in the context of maximizing portfolio monetization, optimizing deal profitability and enhancing sales effectiveness.

Join us for the Simon-Kucher & Partners European Medical Technology Strategy Forum in Zurich, where industry representatives and experts from Simon-Kucher & Partners will share insights, practical approaches and best practice examples on unleashing incremental profits through best-in-class top line management.

**Attending the forum will provide you with valuable insights on:**

- Current commercial trends and challenges in the medical technology space
- The impact of top line management in driving profitability
- How to drive profitability through a mix of dedicated portfolio, pricing and sales measures
- How to ensure successful execution in your organization

**Speakers****Hugo Breda**

Vice President EMEA Medical Devices, Strategic Capabilities, Johnson & Johnson

**Panelists:**

Konstantin Sysoev (Philips)  
Matthias Brumm (Abbott)  
Nathan Petersen (Edwards)  
Paul Murphy (Convatec)

**Omar Ahmad**

Managing Partner

**Dr. Gerald Schnell**

Senior Partner

**Raf Onclin**

Partner

**Simon-Kucher & Partners**

Simon-Kucher & Partners is a global consulting firm with over 1,200 professionals in 38 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to [www.simon-kucher.com](http://www.simon-kucher.com)

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## Program

### Annual European Medical Technology Strategy Forum

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10:00 – 10:30 a.m.	<b>Welcome coffee and registration</b>
10:30 – 11:00 a.m.	<b>Welcome, introduction, industry trends and challenges</b> Gerald Schnell
11:00 – 11:45 a.m.	<b>Keynote speech:</b> Top line measures as key drivers of profitability Hugo Breda
11:50 – 12:45 p.m.	<b>Break-out session 1 (each will be held again in afternoon)</b>  <b>Maximize portfolio monetization:</b> Launch optimization, lifecycle management, (digital) solutions Gerald Schnell, Michael Keller  <b>Optimize deal profitability:</b> Discount management, service policies, innovative contracting Omar Ahmad, Jan Bordon  <b>Enhance sales effectiveness:</b> Multi-channel sales, key account management, tender excellence Raf Onclin, Kaan-Fabian Kekec
12:45 – 01:45 p.m.	<b>Networking lunch</b>
01:50 – 02:45 p.m.	<b>Break-out session 2 (repeat of morning sessions)</b>
02:45 – 03:15 p.m.	<b>Networking break</b>
03:15 – 04:15 p.m.	<b>Panel discussion:</b> Industry views on successfully implementing top line excellence Industry representatives; moderated by Omar Ahmad, Raf Onclin
04:15 – 04:30 p.m.	<b>Closing address</b> Gerald Schnell
04:30 – 06:30 p.m.	<b>Networking reception with drinks and snacks</b>

### Registration

To register online, please go to [www.simon-kucher.com/medtechforum2019](http://www.simon-kucher.com/medtechforum2019). Participation is free of charge if you take part in the MedTech Barometer survey, but spaces are limited and issued on a first come, first served basis. If you have any questions, please call Vera Herzmann at +352 24 83 91 20. If you require hotel accommodation, please contact our Event Manager Lisa Schaefer, at +49 228 9843 280 or at [lisa.schaefer@simon-kucher.com](mailto:lisa.schaefer@simon-kucher.com)

### Venue

Hilton Hotel Zurich Airport, Switzerland (5 minutes transport by taxi or hotel shuttle from Zurich Kloten International Airport)  
Hohenbuehlstrasse 10, 8152, Opfikon, Switzerland