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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

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.

Brief agenda and key topics:

- **Industry trends and challenges**
- **Keynote speech:** Top line measures as key drivers of profitability
- **Maximize portfolio monetization:** Launch optimization, lifecycle management, (digital) solutions
- **Optimize deal profitability:** Discount management, service policies, innovative contracting
- **Enhance sales effectiveness:** Multi-channel sales, key account management, tender excellence
- **Panel discussion:** Industry views on successfully implementing top line excellence

Register by
January 14,
2019

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

Registration

To register, please go to www.simon-kucher.com/medtechforum2019