



**SIMON ♦ KUCHER & PARTNERS**

Strategy & Marketing Consultants

## Annual European Medical Technology Strategy Forum

Advanced revenue models for profitable growth:

# Monetizing value in a new era

**Radisson Blu Zurich Airport, Switzerland, February 11, 2020**

The MedTech industry has traditionally always experienced successful growth largely driven by a continuous launch of new innovations. Yet constrained budgets on payer and provider side has led to a decrease in willingness to pay and acceptance of good enough products. This growth gap coupled with increased expectations from the investor community has forced many MedTech companies to rethink their revenue models and find new avenues for profitable growth.

Best-in-class companies have started to develop and extract value beyond the core product portfolio. Some have even taken the step of redefining themselves from product to solutions providers. Common among them is that they redesign their revenue model to deliver unparalleled value to the customer by solving a clinical and/or economic need. These include among others enhancing value add services, monetizing integrated digital solutions, establishing win-win contracting models or forward integrating to care delivery.

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 new revenue models through monetizing beyond the core.

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

- Current trends and challenges in the MedTech space
- Industry best practices on new revenue models
- Practical approaches on how to monetize beyond the core
- Successful implementation of new revenue models

## Speakers

Industry experts from leading MedTech companies together with Simon-Kucher & Partners



**External Spaker**



**Joerg Kruetten**

Senior Partner & Head of the  
Global Life Sciences Division  
Simon-Kucher & Partners



**Dr. Gerald Schnell**

Senior Partner  
Simon-Kucher & Partners



**Omar Ahmad**

Managing Partner  
Simon-Kucher & Partners



**Raf Onclin**

Partner  
Simon-Kucher & Partners



**Jan Bordon**

Senior Director  
Simon-Kucher & Partners

## Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with more than 1,400 professionals in 39 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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10:00 – 10:30	<b>Registration and welcome</b>	
10:30 – 11:00	<b>Industry trends and best-practice revenue models</b> Joerg Kruetten	
11:00 – 11:45	<b>Keynote speech</b> <b>New revenue models: A case study on company X</b> External speaker	
11:45 – 13:00	<b>Networking lunch</b>	
13:00 – 14:10	<b>Interactive break-out session and discussion 1 (either A or B)</b>	
	<b>A. Monetizing digital solutions</b> Industry expert, Jan Bordon	<b>B. Forward integrating to care delivery</b> Industry expert, Raf Onclin
14:10 – 14:30	<b>Coffee break</b>	
14:30 – 15:40	<b>Interactive break-out session and discussion 2 (either C or D)</b>	
	<b>C. Extracting value of integrated services</b> Industry expert, Gerald Schnell	<b>D. Establishing win-win contracting models</b> Industry expert, Omar Ahmad
15:40 – 16:00	<b>Coffee break</b>	
16:00 – 16:30	<b>Closing address</b> Joerg Kruetten	
16:30 – 18:00	<b>Networking reception with cocktails and snacks</b>	

**Registration**

To register online, please [click here](#). 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.

[medtech.forum2020@simon-kucher.com](mailto:medtech.forum2020@simon-kucher.com)

**Your contact for questions**

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**Venue**

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