



# **Innovation in MedTech – Trends and Opportunities**

MedTech Europe Forum 2021

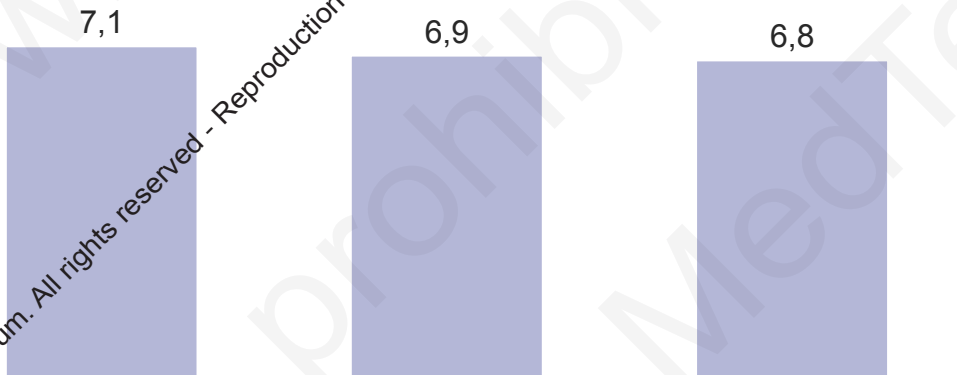
April 20<sup>th</sup>, 2021 – Miquel-Angel Garcia

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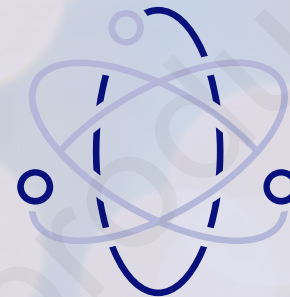
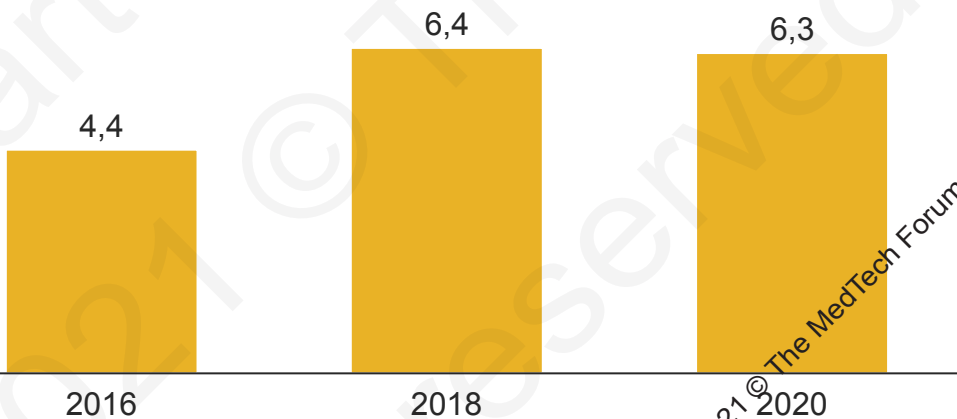
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# Innovation sources are changing from corporate R&D to novel innovation drivers

R&D spend as % of revenue, TOP 300 MedTech companies



Total MedTech VC investments, USD bn



**While R&D budgets are stagnating we are observing an increasing focus on novel innovation drivers (e.g. start-ups)**

# This shift is driven by continuous cost pressure paired with increasing patient influence and market complexity



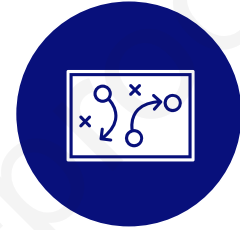
## Cost pressure

Reducing costs without sacrificing outcome requires highly efficient medical and workflow solutions



## Patient influence

Increasing transparency of the care pathway raises patient involvement and need for solutions that address the patient journey holistically



## Market dynamics

Evolving landscape of competitors and markets demands for distinct value propositions and tailored commercial strategies

**Leading to an increasing complexity that is beyond the capabilities of traditional corporate R&D units**

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# Innovation in MedTech is predominantly focusing on next-gen digital solutions spanning the entire patient journey

Selected areas and examples of recent innovation

## Prevention

Biosensing & patient education



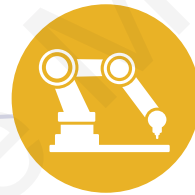
## Diagnostics

AI enabled predictive diagnostics



## Imaging

Tele-imaging & portable devices



## Surgery

Robotics & augmented reality



## Cardio

Implants & printed tissue



## Ortho

Customised 3D printed implants

## Care

Remote management & monitoring

**Extension into clinical decision support and the care continuum opens new value pools—enabled by the rise of advanced analytics and connectivity of devices**

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# But we are observing significant differences in how these changes are addressed in the US compared to the EU



Very mature with ample funding opportunities at all stages and from multiple investor profiles



## CAPITAL



Less mature with funding being particularly scarce for early-stage/seed investments

Large amounts of ideas are developed further with limited filter due to funding abundance



## INNOVATION



High-quality innovation driven by the scarcity of funding and accompanying structures

Market access more straight forward plus regulations and payers seeking to facilitate



## ACCESS



Great hurdle based on risk adversity and the plethora of different systems

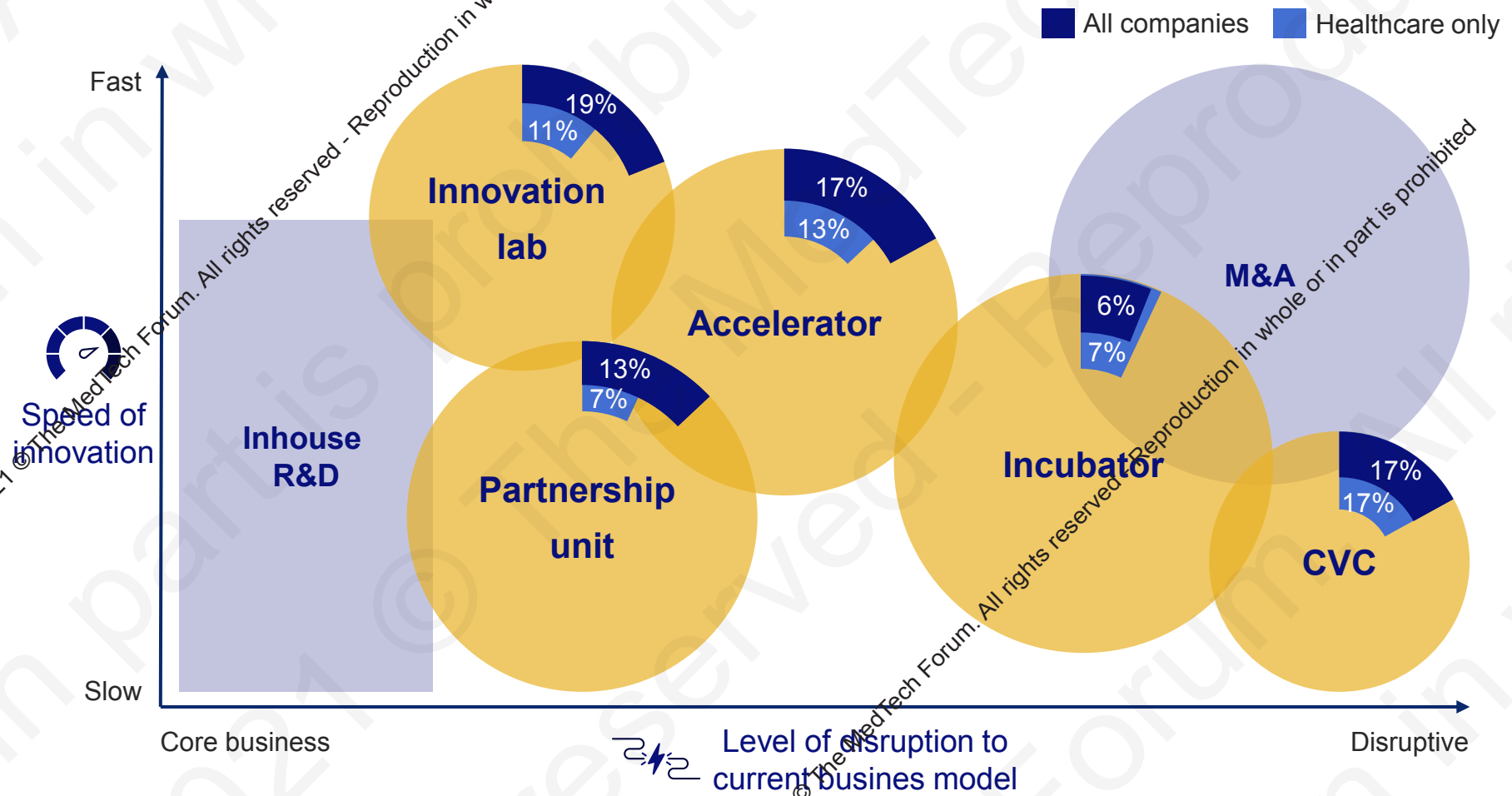
# A range of novel innovation drivers are utilized in Healthcare – penetration is low compared to overall average for most drivers

Number of corporates utilizing a specific innovation driver in Health Care, DACH, 2020 in %



# A range of novel innovation drivers are utilized in Healthcare – penetration is low compared to overall average for most drivers

Number of companies utilizing a specific innovation driver, DACH, 2020 in %



# Together with our panel of seasoned experts we will discuss what is needed to succeed in this changing environment



**Moderator**

Miquel-Angel Garcia  
Managing Director  
Olympus Europe

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## Panellists

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Jean-David Malo  
Director  
European Innovation  
Council



Thom Rasche  
Partner  
Earlybird Ventures



Terry Parlett  
Commercialisation  
Director  
Cambridge Enterprise



Tamir Meiri  
Senior Manager  
J&J Innovation

What is the optimal **strategy** to fully leverage the potential of novel innovation drivers?



Which are the **areas** of innovation to focus on in order to meet the customer demand?



How can we foster **collaborations** between novel & traditional innovators going forward?





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# OLYMPUS



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