

# MedTechWeek

EUROPEAN MEDTECH WEEK MAGAZINE ◦ VOL.6 ◦ 2020



a MedTech Europe Initiative  
 **The MedTech Week**  
Showcasing life changing technologies across Europe

BELGIUM ◦ CYPRUS ◦ FINLAND ◦ FRANCE ◦ GERMANY ◦ HUNGARY ◦ IRELAND ◦ ITALY ◦ PORTUGAL ◦ RUSSIA ◦ SLOVAKIA  
SPAIN ◦ SWEDEN ◦ SWITZERLAND ◦ UNITED KINGDOM ◦ PAN-EUROPEAN EVENTS ◦ PERSPECTIVES ◦ COMMUNICATIONS





The MedTech Week 2020 was organised  
From 12-16 October 2020.

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MedTech Week provides a European platform  
for local initiatives that highlight the value  
of medical technology and its impact on  
patients, carers, healthcare professionals,  
decision-makers and many others.

Since 2015, national associations and companies  
held more than 150 activities every year in Europe  
and beyond to illustrate the role of medical  
technologies in saving and improving lives, and  
enhancing sustainable healthcare systems.

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MedTech Week is a MedTech Europe initiative.

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Find out more on [www.medtechweek.eu](http://www.medtechweek.eu)



#MedTechWeek



# Contents

## Introduction

- 06** Responding to an unprecedented year
- 08** Changing lives for the better

## Communications

- 10** Communications highlights
- 12** Social Media highlights

## Activities

### Pan-European

- 20** Hidden heroes of ICU
- 24** Patient needs: what has changed?
- 26** Get the most out of every breath
- 29** Valuing the medtech family

### Belgium

- 30** Medtech takes the metro
- 32** A vision for a digitally enabled diabetes care
- 33** MedTech Europe launches Data Hub
- 34** The power of information in diagnostics
- 36** Delivering value

### Cyprus

- 38** Building a healthy society and economy

### Denmark

- 26** Get the most out of every breath

### Finland

- 40** Medtech vs chronic diseases
- 26** Get the most out of every breath

### France

- 42** France preparing for medtech future
- 43** The power of diagnostics
- 44** Precision + efficiency = better care
- 45** Start-up Q&A
- 24** Patient needs: what has changed?
- 26** Get the most out of every breath

### Germany

- 48** The heart of the story
- 49** The people behind medtech
- 50** Sleeping well, thanks to medtech
- 51** Can digital technologies improve sleep?
- 52** #DoltWithLabTests
- 24** Patient needs: what has changed?
- 26** Get the most out of every breath

### Hungary

- 54** 'The future is now'
- 55** Unsung heroes of healthcare

### Ireland

- 56** Medtech rising
- 58** Stories from the heart
- 59** #LifeChangingTechnologies

### Italy

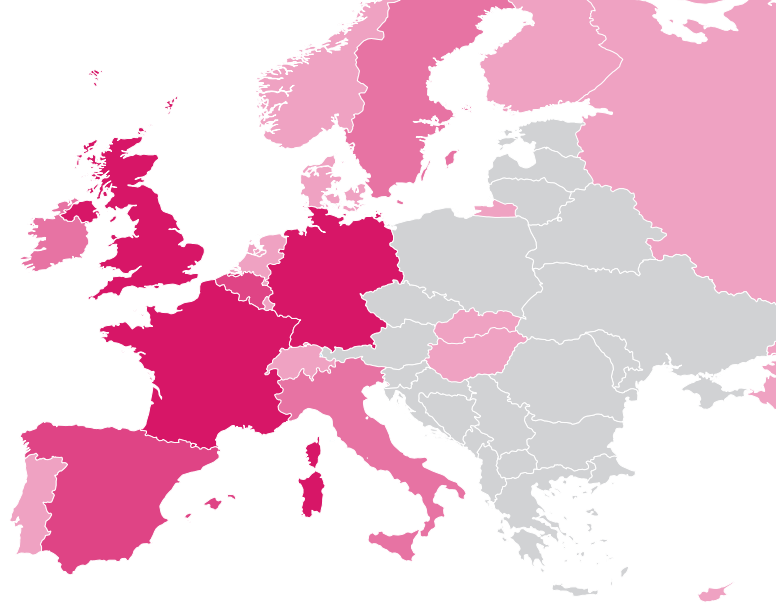
- 60** Quiz time!
- 24** Patient needs: what has changed?
- 26** Get the most out of every breath

### Luxembourg

- 26** Get the most out of every breath

### Netherlands

- 24** Patient needs: what has changed?
- 26** Get the most out of every breath
- 29** Valuing the medtech family



## Norway

**26** Get the most out of every breath

## Portugal

**62** 'Test, Test, Test'  
**63** 30 years creating value  
**64** People power

## Russia

**66** Relieving pain, improving lives

## Slovakia

**68** Telemedicine: the future of healthcare

## Spain

**70** Lessons learned from COVID crisis  
**71** Testing times: employee workshop  
**72** Introducing journalists to diagnostics  
**73** Making dental clinics safer  
**74** An eye on immersive education  
**75** Medtech's greatest asset: our people  
**24** Patient needs: what has changed?  
**26** Get the most out of every breath

## Sweden

**78** Pandemic podcast special  
**79** Swedish Medtech Summit 2020  
**26** Get the most out of every breath

## Switzerland

**82** Drug + devices = new era  
**83** Diabetes tech: a history of innovation

## UK

**84** 'Treating the whole patient'  
**85** COVID-19 hits heart health  
**86** Opportunities for life  
**88** Digital health technology is changing elderly care  
**24** Patient needs: what has changed?  
**26** Get the most out of every breath  
**29** Valuing the medtech family

## Perspectives

**19** Keeping your heart in the game  
**22** Wanted: EU action on health  
**23** Moving mountains to save lives  
**27** Health & research: why regulations matter  
**28** Tele-medicine in the spotlight  
**35** mHealth at a tipping point?  
**37** Regions can drive value  
**39** Dreaming without limits  
**41** Stroke care in the time of COVID-19  
**46** When medtech gives you good news  
**47** Specialist nurses will create a healthier tomorrow  
**53** Pharmacy's digital future

**61** Europe's post-crisis vision  
**65** Two sides of the MDR coin  
**67** Preventing surgery-related infections  
**69** Digital disruption in diabetes care  
**76** Incontinence— ending the silence  
**77** Medtech in a time of crisis  
**80** The heart of a champion  
**81** COVID-19 and the digitisation of healthcare  
**87** Delivering on the promise of digital health  
**89** Accelerating AI adoption  
**91** Tips on getting ready for Eudamed  
**93** The digital transformation of cancer care



# Responding to an unprecedented year

It was a year like no other – and the medical technology sector played a central role

**F**uture generations may ask: What did you do when the COVID-19 crisis struck? I am proud of our sector's role in the collective efforts to overcome the unprecedented challenges that the pandemic posed on all of us: our societies, our healthcare professionals on the front line, and our health systems overall.

From Personal Protective Equipment (PPE), diagnostic testing, respiratory and other vital intensive care support to the various digital solutions for delivering remote diagnosis and care, as well as needles and syringes for vaccination delivery: medical technology provided crucial support when it was needed most. It was certainly not easy; the crisis demanded new ways of working, including new areas of cooperation, agility, creativity and endurance, and close contact with healthcare providers and governments.

I want to take this opportunity to express my heartfelt gratitude on behalf of MedTech Europe to everyone who came together this year to respond to this global health crisis – first and foremost, to the frontline healthcare workers who worked tirelessly to save lives.

This year also meant adapting to new ways of working in a remote and digital environment. Together with our partners, we found new ways of operating to continue our efforts of showcasing how medical technologies deliver value to patients, their care teams and health systems.

Yes, it is a little different this year, but the MedTech Week Magazine is packed with examples of how virtual discussions, events and information sharing can also have a real impact.

Thank you also to all our members, partners and stakeholders – their efforts during the sixth MedTech Week reflect their significant contributions to patients and health systems in 2020.



**Serge Bernasconi**

Chief Executive Officer;  
MedTech Europe

We look forward to continuing our work and collaboration to ensure that value is at the heart of Europe's post-COVID-19 societies, health systems and economies.





# Changing lives for the better

MedTech Week  
was a fresh  
reminder of  
how agile our  
industry can be





**L**ike all who work in the medtech sector, we know that medical technologies have a positive impact on people's lives. Through screening and diagnosis, monitoring and treatment, caring and curing, ours is an industry designed to improve wellbeing.



**Michael George**  
Communications and Public Affairs  
Director EMEA, Edwards Lifesciences and  
Chair of Communications Committee,  
MedTech Europe

MedTech Week aims to create a platform for dialogue with patients, policymakers, health professionals and other key healthcare actors.

By engaging with patients, policymakers, health professionals and other key healthcare actors, our industry has an opportunity to put the spotlight on the issues that matter in European healthcare.

This year, many members and external stakeholders came together, amidst the limitations of COVID-19. The increase in the number of external stakeholders' participants shows that there is a growing interest in MedTech Week. Now in its sixth year, this annual event focuses not only on technologies but on the people and partnerships that drive progress in healthcare.



**Carlos Sisternas**  
Director, FENIN and Chair of National  
Associations Council - IVD,  
MedTech Europe

The challenges posed by COVID-19, with which you are all familiar, may have changed the format of our activities – but MedTech Week was still a source of inspiration and collaboration for our colleagues and the millions of people we reached this year.

We hope you enjoy this publication and that it drives you to begin preparations for MedTech Week 2021.

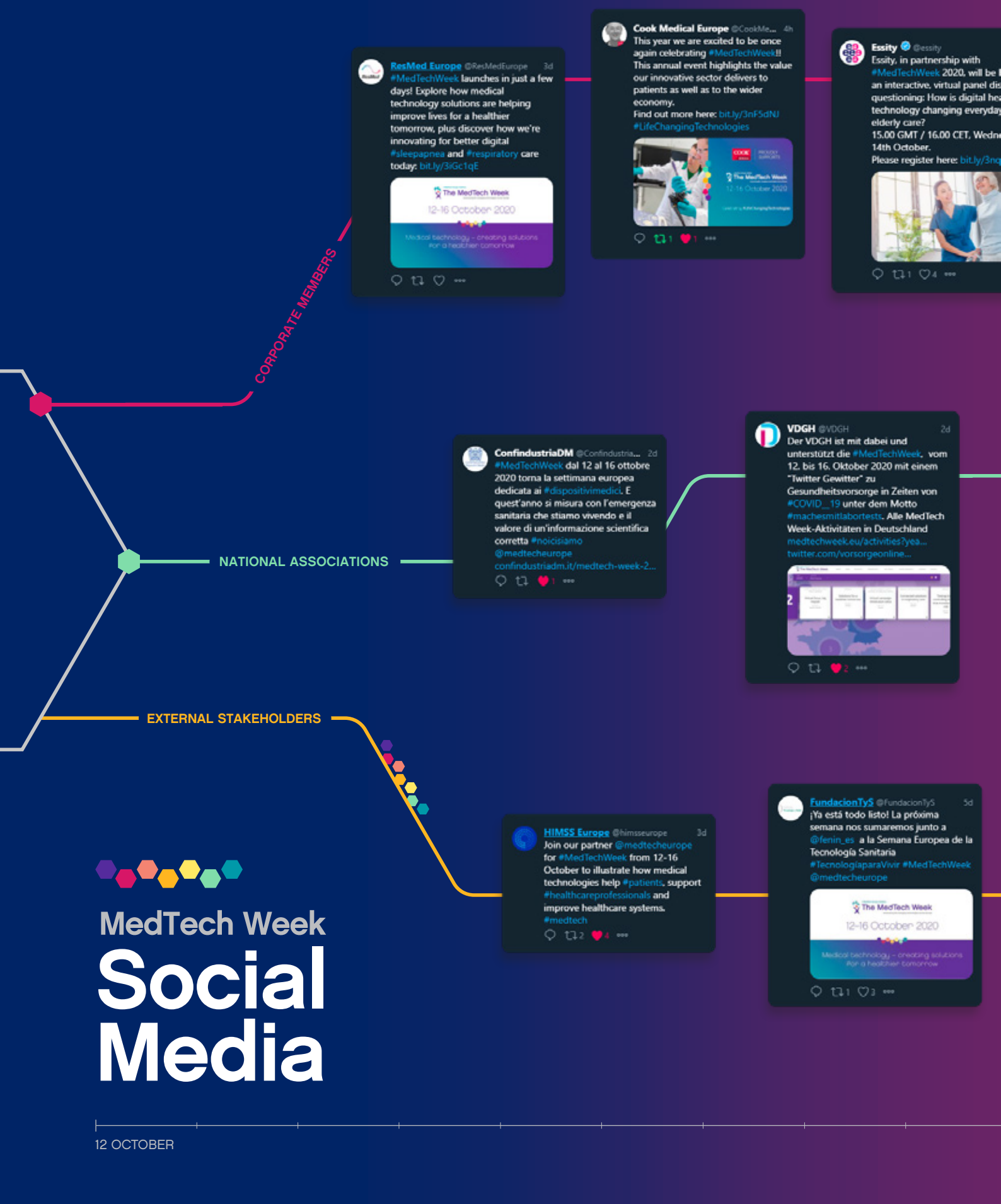


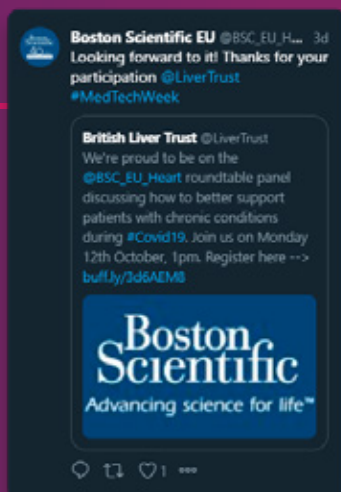
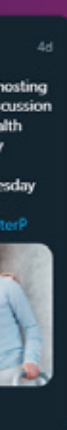
# MedTech Week

# Communications









16 OCTOBER

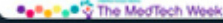
**Avanos Medical** @AvanosMedical 2h

Meet the Avanos EMEA team, a small but mighty group of professionals dedicated to serving Avanos customers with a global mindset and a local commitment. Watch our video! [ow.ly/UXEo5080Fnt](https://ow.ly/UXEo5080Fnt).

#avanosmedical #medtechweek #healthcareprofessionals

**Always ready with an empty chair**  
— for customers, patients and new team members!

Click the link to find out more.

 The MedTech Week

**bioMérieux** @biomerieux 2h

It's #MedTechWeek from @medtecheurope!

Over the past months, diagnostics have clearly demonstrated their high medical value in the fight against #COVID19.

Learn more on how diagnostics are developed  [biomerieuxconnection.com/2020/06/18/how...](https://biomerieuxconnection.com/2020/06/18/how...)

#pioneeringdiagnostics #DiagnosticsIsPower

**Biocartis** @Biocartis 2h

As a member of the @medtecheurope organisation, we proudly support The #MedTechWeek which is organized from 12-16 October 2020.

Medical devices are key in rapid and accurate diagnostics, just as our  **Idylla**.

Learn more about Idylla  [bit.ly/2G1I2of](https://bit.ly/2G1I2of)

 The MedTech Week  
12-16 October 2020

Medical technology - creating solutions for a healthier tomorrow

**Sailab - MedTech Finland ry** @S... 4h

Tällä viikolla vietetään euroopanlaajuista terveysteknologiaa. Viikko tuo esiin terveysteknologian merkitystä terveemmän ja omaehtoisen elämän mahdollistajana.

[sailab.fi/tietoa-ja-tyok...](https://sailab.fi/tietoa-ja-tyok...)

#MedTechWeek #terveydenhuolto #terveysteknologia

**Irish Medtech** @IrishMedtech 1h

To mark the 6th annual European #MedTechWeek the Irish Medtech Association today launched #MedtechRising: The Business Leaders' Conference, jointly hosted with @Entel and @IDAIRELAND.

Learn more about this unmissable event here [bit.ly/30YGrhN](https://bit.ly/30YGrhN)



**HealthTech Ireland** @HealthTech\_I... 1h

Replying to @BSC\_RhythmUK @DurcanRo... Our Director @DurcanRosemary advocating for healthtech solutions that improve the quality of peoples' lives. #wearhealthtech #medtech #medtechweek #medicaldevices #cardiac #pacemaker #health #bostonscientific #heartrhythm #healthcare #PatientPower #healthtechnologies #COVID19

**Fenín** @fenin\_es

Buenos días! hoy es día de la #MedTech! @medtecheurope h... campaña que está p... estaciones de metro... os la perdáis, os la v... presentado a lo larg... en @fenin\_es



**Instituto Propatients** @propatients 1h

¿Te gustaría conocer los nuevos avances en #Tecnología Sanitaria de la mano de los mejores profesionales? Acompáñanos en la #MedTechWeek [medtechweek.eu](https://medtechweek.eu)

@BSC\_Spain

 The MedTech Week  
12-16 October 2020

**AF Association** @AtrialFibUK 2h

Join @tcal, from @KnowYourPulse and @AtrialFibUK, in 45 mins (1pm BST) to discuss the needs of patients with chronic conditions during #COVID19. Also taking part are @10habits, @LiverTrust, @KidneyCancerUK, and @PatientsAssoc Register here: [bit.ly/2Gn1fZ7](https://bit.ly/2Gn1fZ7) #MedTechWeek



**Acta Sanitaria** @ActaSanitaria 5d

Contenidos de la VI #MedTechWeek, organizada por @fenin\_es - [actasanitaria.com/fenin-tecnolog...](https://actasanitaria.com/fenin-tecnolog...)

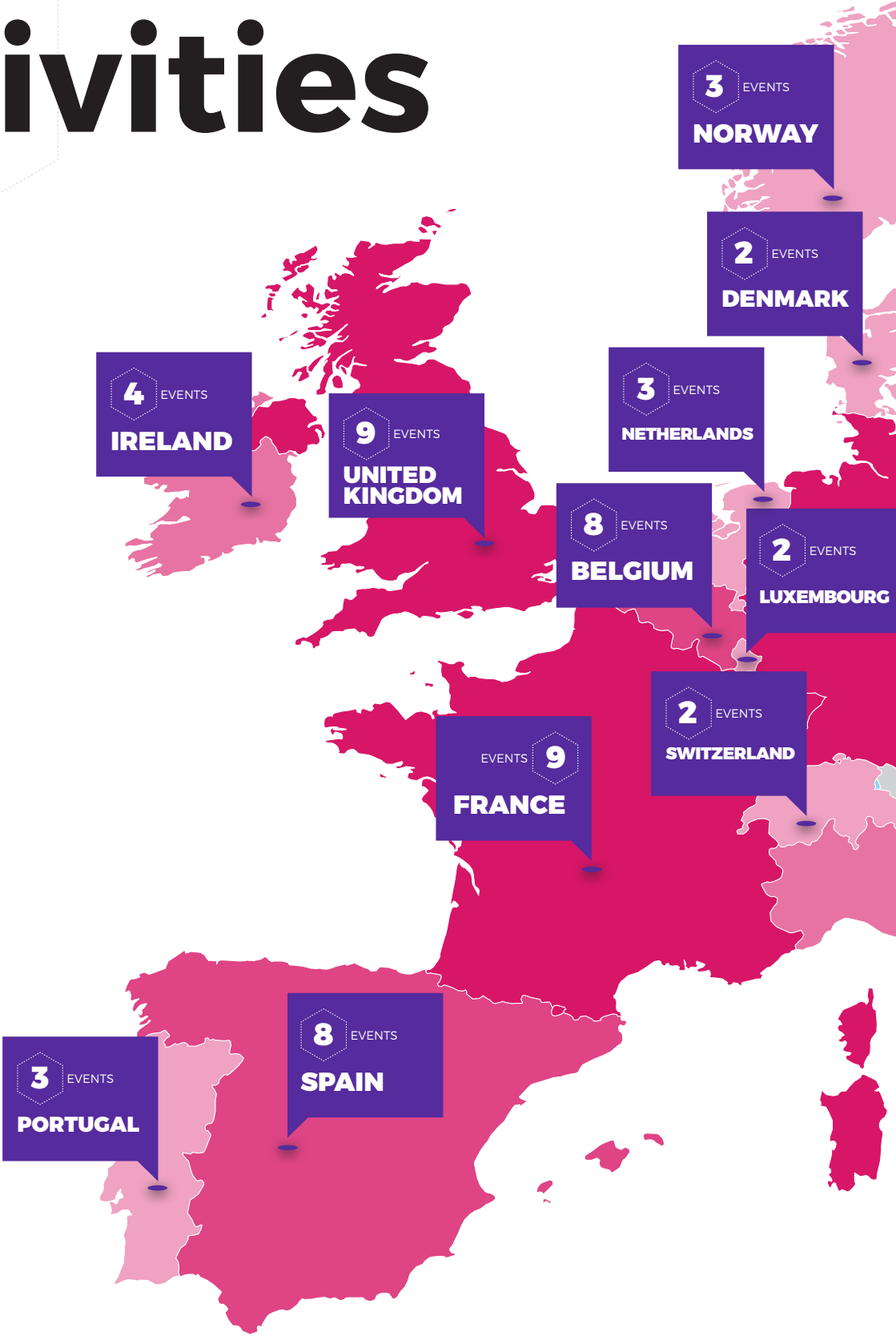


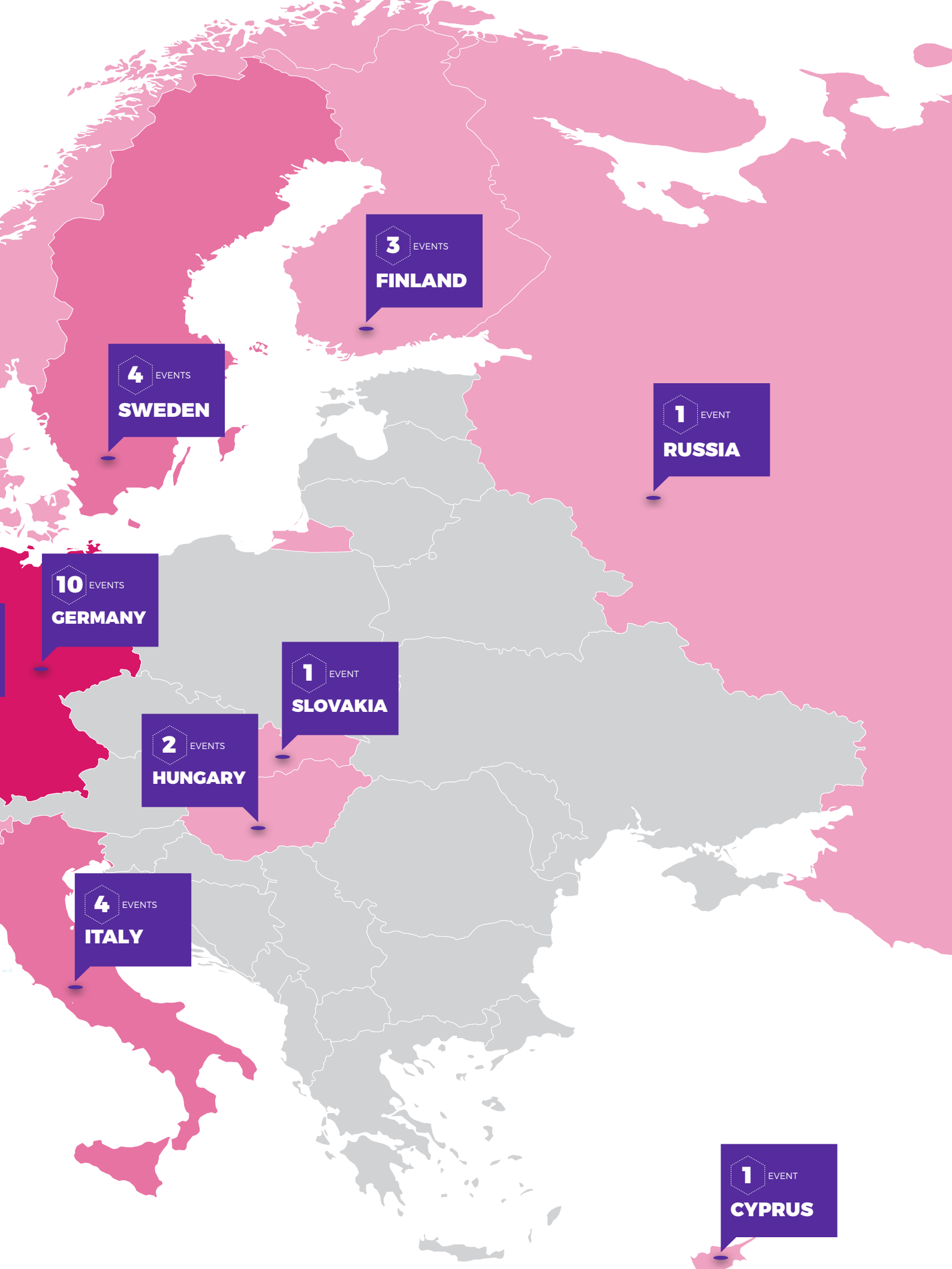
12 OCTOBER



# MedTech Week Social Media

16 OCTOBER





# MedTech Views



Your platform  
for dialogue  
about medical  
technologies

## MAKE YOUR VOICE HEARD

submit your blog at:  
[comms@medtecheurope.org](mailto:comms@medtecheurope.org)

## Connect & Engage

 [linkedin.com/in/medtecheurope](https://www.linkedin.com/in/medtecheurope)

 [facebook.com/medtecheurope](https://www.facebook.com/medtecheurope)

 [@medtecheurope](https://twitter.com/medtecheurope)



PATIENT  
PERSPECTIVE

# Keeping your heart in the game

**When Dan Gay found out that he had a faulty heart valve, he faced the biggest challenge of his life: giving up basketball**



**Dan Gay**  
Patient Advocate



**T**he professional basketball player was competing at the World Championships when he collapsed on the court. "They took me to the hospital and said: 'You need to have surgery because your heart valve is not functioning properly'," he remembers.

An echocardiogram revealed that he had severe aortic stenosis, a narrowing of the aortic valve opening which was restricting the blood flow through his heart. The valve would need to be replaced with an artificial one.

Initially, Dan decided not to have surgery and to "fight through it". But the dizziness continued. People told him not to worry about basketball and just to focus on his life. His response? "There is no life without basketball."

Dan's life changed when he was introduced to a cardiologist who was using a less invasive type of surgical procedure and a new resilient type of tissue valve that reduced calcium build-up and lasted longer.

Instead of conventional open-heart surgery, the procedure could be done via a small incision of just 5cm, and by gaining access to Dan's heart by manoeuvring in between his ribs, with a quick recovery time. For an active person like Dan, this seemed like the right choice. He said: "I can't go on without playing basketball. Let's do it."

He had the surgery and was home five days later, feeling great. Now he's even shooting hoops again. "I'm back to my usual life and am getting ready to play at the over-55 championships."



# Hidden heroes of ICU



## Turning the social media spotlight on Respiratory & Monitoring Solutions (RMS)

**Intensive care units (ICU) have been centre-stage during the COVID-19 pandemic, helping many survive who might otherwise have died. ICU capacity has also been a critical indicator of how much pressure hospitals systems are under.**

Hospitals across Europe benefit from a wide range of technologies that improve patient safety and outcomes. Respiratory & Monitoring Solutions (RMS) are among the crucial – but little known – technologies that help make hospital wards, operating theatres and ICUs work.

RMS include medical technologies and services suitable for health care professionals working in acute care, critical care and general care. These technologies play an essential role in caring for anaesthetized or sedated patients with high medical needs, controlling healthcare-associated infections, reducing contamination and improving medical-surgical floor challenges.

During MedTech Week, Medtronic Respiratory & Monitoring Solutions EMEA used social media to show how RMS help patients, support healthcare professionals and improve healthcare systems and society. Through Facebook, Twitter and LinkedIn, the company took the time to highlight a group of technologies that are among the hidden heroes of our hospital systems. The campaign's posts connected with a broad audience with almost 2.000 impressions and a reach of 4,300 accounts.





# Wanted: EU action on health

**The new second mandate of the European Parliament Interest Group is an opportunity to focus on innovation in health and social care**



**Melina Raso**

Executive Director, Health First Europe

**T**he COVID-19 outbreak has revealed structural weaknesses and the vulnerability of European healthcare systems, and it has highlighted the need for a common and coordinated response to health threats. Now more than ever, we urgently need more EU actions on health.

The European Parliament Interest Group has begun its second mandate, supported in its day-to-day activity by Health First Europe (HFE). Now, as we celebrate MedTech Week 2020, we must build on the momentum we are generating together to reimagine our healthcare systems.

The Interest Group's new mandate focuses on prioritising innovation on the EU health and social care agenda, raising awareness of patient-centric solutions for sustainable,

accessible and resilient health systems, and seeking broad support from a wide range of MEPs with a view to implement innovative solutions for patients and healthcare professionals.

We have a duty and opportunity to rebuild and strengthen our health systems and co-create safe, innovative, robust and resilient health systems which are future-proofed against any upcoming health-related emergency shocks.

I strongly believe that greater dialogue must exist amongst interested stakeholders and policymakers to facilitate patient-centric care across the continuum of care – from prevention to diagnosis, monitoring, treatment and cure.

This is the reason the European Parliament Interest Group on Innovation in Health and Social Care was created.

# Moving mountains to save lives

**I have been humbled by the collective response of the medtech industry through this pandemic – at a time of crisis, our industry found a path to realise its full potential**



**Eric Thépaut**

President, Boston Scientific EMEA

**O**ur healthcare system – which sometimes has the unfair reputation of moving at a snail's pace – picked up its feet and became a sprinter.

Overnight, remote technologies were adopted, ventilator and PPE manufacturing ramped up, supply chains were rerouted, professional education moved online, and everyone learnt how to do Zoom calls.

We stayed connected with customers every step of the way and we proved that together, we can move mountains to save lives.

We also learned how crucial it is to address the severe disruption of patient care pathways, especially for cardiovascular patients who are at an increased risk if they contract COVID-19.

As we look ahead, we must do all we can to listen to patients and their representatives to understand their evolving needs.

This industry remains about people. I am confident that the amazing people working in our industry will champion new ways forward and stay truly focused on the unmet needs of the patients we serve.

I think we can all admit to operating well outside our comfort zone for most of 2020. The question is: can we harness that feeling to realise our potential? I certainly hope so. Creating solutions for a healthier tomorrow for millions of people is a compelling motivator.



# Patient needs: what has changed?

## Delivering safe patient care in the 'new normal'

**'It's not enough just to say that it's safe to go back to hospitals, we have to explain to patients how hospitals are being kept safe.' That was the assessment of Vanessa Hebditch, Director of Communications and Policy at the British Liver Trust during a webinar on how health systems can better meet the changing needs of patients.**

Along with representatives from The Patients Association, Kidney Cancer UK and Arrhythmia Alliance, she was one of four patient advocates to take part in a panel discussion on 12 October. Organised by Boston Scientific and entitled 'The Needs of the Patient: What's Changed?', the discussion

explored the impact of the pandemic on patients with chronic conditions and what can be done to support patients in these uncertain times.

This was just one of a series of virtual events and activities that the company organised in eight key markets. Its busy programme featured employee engagement initiatives, online activities with virtual stakeholders and a strong PR & social media campaign. Social media channels saw a 43% increase in activity compared to 2019.

While the format and venues of this year's MedTech Week activities have changed, Boston Scientific created an inspirational programme that reflected on how we are navigating the 'next normal' to contribute meaningful solutions for a healthier tomorrow.



**This activity was organised in the following countries: DE, FR, IT, ES, UK.**



# Get the most out of every breath

Understanding the burden of breathing problems

**S**leep apnoea is a potentially serious sleep disorder in which breathing repeatedly stops during the night. For those affected, the impact on quality of life can be profound. The research shows the importance of effective diagnosis and treatment to minimise the negative health impacts on patients and to maximise cost-effectiveness. These were among the key findings of two papers highlighted by ResMed during MedTech Week.

The first, published in *Lancet Respiratory Medicine*, estimates the burden of obstructive sleep apnoea to be almost 1 billion worldwide, with prevalence exceeding 50% in adults in some countries.


The second publication concludes that long-term use of continuous positive airway pressure (CPAP) devices reduces mortality, type II diabetes and cardiovascular disease in people with obstructive sleep apnoea-hypopnoea syndrome.

As well as bringing value to those affected by sleep apnoea, innovative technologies can also play a key role in treating chronic obstructive pulmonary disease (COPD) and asthma. This was highlighted in a webinar hosted by ResMed during MedTech Week.

The event explored the role of remote monitoring solutions, focusing on telemonitoring for ventilated patients, patient engagement apps for inhaler users, and high flow therapy in COPD.

'Telemonitoring is now essential to the management of patients who require non-invasive ventilation,' said Michelle Chatwin, Consultant Cardio-Respiratory Physiotherapist at the Royal Brompton Hospital, London, UK.

While the COVID-19 pandemic has presented challenges for patients with pre-existing breathing problems, it has also seen greater openness to new remote monitoring tools.



COMPANY  
ACTIVITY

**This activity was organised in the following countries:**  
**BE, DE, DK, ES, FI, FR, IT, LU, NH, NO, SE, UK.**

# Health & research: why regulations matter

**Researchers and clinicians must understand the regulatory rules so we can shape and apply them.**



**Loredana Babeau-Simulescu**

Senior Policy Officer, Biomedical Alliance in Europe (BioMed Alliance)

**L**et's be honest, EU regulatory matters are not always the most thrilling part of the innovation cycle, but they can boost or impede patients' access to innovative solutions. Considering their increasing role and the impact on day-to-day clinical practice, I have embarked on an exciting journey to navigate my way through the technical language and to decipher the implications of health-related regulations.

The implementation of the Medical Devices Regulation (MDR) and In-vitro Diagnostics Regulation (IVDR) was the first opportunity for experts nominated by the BioMed Alliance to contribute to different stakeholder working groups of the Medical Device Coordination Group – a group which advises the European Commission and helps ensure harmonised implementation in Member States.

We also support our members by providing information on the status of IVDR and MDR and explore how these two new regulations might affect daily clinical practice. In addition, our members deliver courses on regulatory aspects to prepare and educate healthcare professionals on the numerous changes brought by MDR and IVDR.

The multidisciplinary nature of medical research and innovation has pushed medical professionals to expand their work and interests and to build collaborations throughout the entire innovation lifecycle. The COVID-19 pandemic has reinforced the need for scientists and physicians to collectively engage with regulators and decision-makers.



# Tele- medicine in the spotlight

**How the COVID-19 crisis changed  
my perception of the medical device  
regulatory framework**



**Antonella Cardone**  
Director, European Cancer Patient Coalition

**A**s the pandemic unfolded across Europe, cancer patients were shown to be among the highest risk population for COVID-19. Patients were advised to stay at home and avoid seeing their healthcare practitioner (HCP) unless absolutely necessary.

We saw hospitals and HCPs set up their own pragmatic telemedicine systems, calling their patients on the phone or via computer with a webcam. After a few weeks, more systematised telemedicine systems were put in place, and slowly we began using telemedicine as the norm.

What this outbreak showed us is that if our health systems were prepared to extensively use telemedicine or other forms of digital technologies to support cancer patients at home, many lives could have been saved during the emergency and in the long run.

But telemedicine still faces many obstacles. Among the largest barriers are limited scientific understanding of AI in telemedicine technologies, lack of data infrastructure, and low levels of interoperability between apps.

Currently, oncologists receive little training in data science, and data scientists have little experience with cancer patients and issues. Proper training for scientists, clinicians and patients is needed if our system is to get the most from these tools.

As we mark MedTech Week 2020 – which this year leaned heavily on digital tools and virtual events – we must focus on how we can remove barriers to telemedicine.



# Valuing the medtech family

Innovating with purpose is at the core of the medtech industry

**P**eople working in medtech have an active role in ensuring that patients have access to safe, life-improving technologies. They are committed to making health systems more efficient and sustainable, helping to create a better future.

To put the spotlight on the ways in which medtech advances innovation, Avanos ran an online campaign and a series of webinars during MedTech Week. Through social media messages and virtual events, the company focused on life-changing technologies as well as employee engagement.

Among the highlights was a video in which children explained what their parents do at work. The company also produced a video for prospective employees giving team members a chance to express their pride in the contribution of the medtech industry.

The star of the show was an 'empty chair' – which suitably skilled viewers are invited to fill if they want to join a dynamic sector working to help improve patients' quality of life.

Videos and webinars on pain management were shared on social media to show the value of medical devices in people's lives.



This activity was organised in the following countries:  
DE, BE, FR, NH, UK.



# Medtech takes the metro

Role and value of medtech highlighted across Brussels metro stations

To showcase to EU policymakers the fundamental role of medical technologies in saving and improving lives, MedTech Europe ran a campaign of three printed posters and a huge digital screen spread over 13 metro stations in Brussels during MedTech Week.

The campaign boosted awareness on the value of medical technology via metro traffic in Brussels, as well as online, where the campaign collected over 300,000 views on MedTech Europe social media channels and over 4,000 views on the dedicated article on the MedTech Week website.

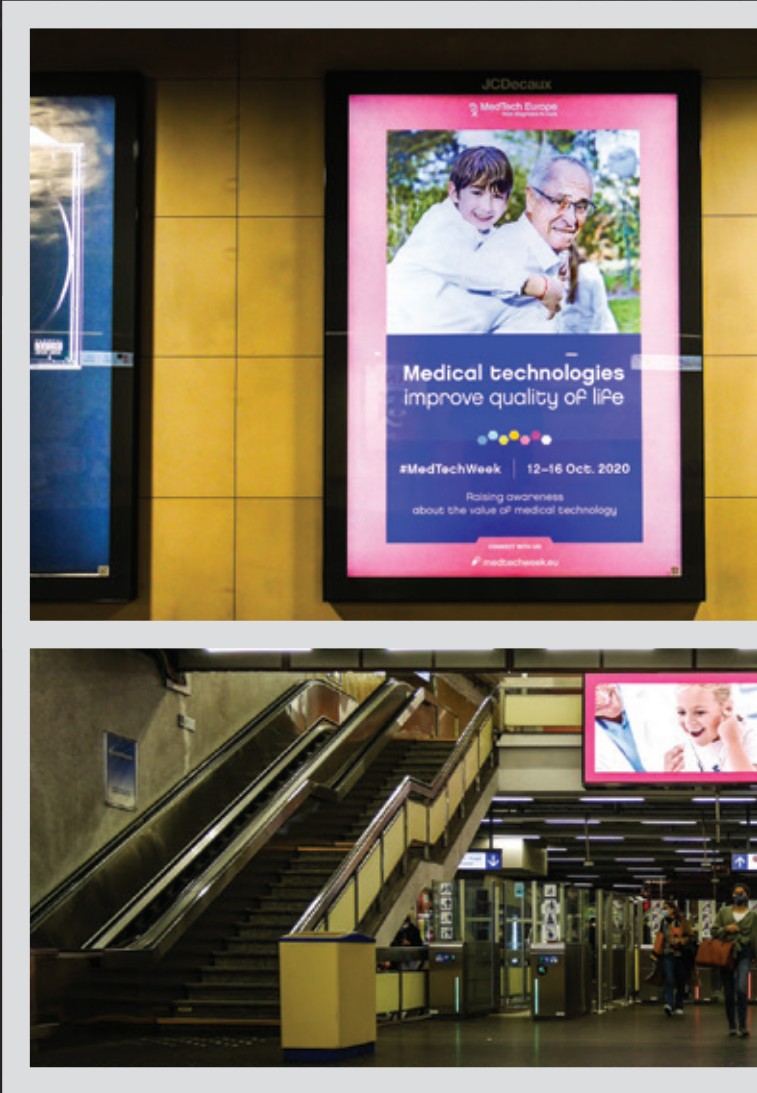
300,000

impressions on social media

4,000

views on dedicated news article on the MedTech Week website









# A vision for a digitally enabled diabetes care

Digital tools are key to improve diabetes care.

**D**iabetes affects 60 million people across Europe and the numbers are rising rapidly. A new paper published by MedTech Europe, 'A Vision for Digitally Enabled Diabetes Care in Europe', sets out the views of experts on key trends, challenges, and possible solutions, as well as the role of digitisation in empowering people with diabetes and improving the quality of care.

To discuss the findings and themes of the paper, Professor John Nolan, Trinity College Dublin, moderated two online panel discussions on how the latest developments are laying the foundations for the future. More than 160 attendees tuned in for the webinars which featured contributions from doctors and patient advocates.

Contributors agreed that new thinking is urgently required. Almost one in 10 people in Europe have diabetes, putting them at risk of serious complications. These complications are largely preventable if the condition is managed well.

Digital technologies will play a key role in the future of diabetes care. This was evident when work on the paper began but has become even clearer since the COVID-19 outbreak.

'Diabetes care is increasingly being supported by digital technologies,' said Prof Nolan. 'We knew this before the pandemic, but COVID-19 has been an immediate and urgent trigger for adaptations in medical care. It has underscored the need for much more integrated care in diabetes.'



The European  
medical technology  
data hub



# MedTech Europe launches Data Hub

Interactive platform provides the  
latest data on the medtech industry

**D**id you know that there are more than 32,000 medical technology companies in Europe? And that small and medium-sized companies (SMEs) make up around 95% of the medical technology industry?

Capturing the activity of the medical technology sector is vital for healthcare stakeholders, business leaders and policymakers. That is why MedTech Europe has launched an interactive Data Hub, offering the most relevant and up-to-date insights on the state of the industry.

Updated regularly, this platform draws on data from national and international associations as well as research companies.

These diverse data sources ensure that the dataset is robust and reliable.

The Hub includes information on industry innovation and employment, small and medium-sized companies (SMEs), expenditure on medical technology, trade and market size in Europe.





# The power of information in diagnostics

Webinar put the spotlight on the value of diagnostic information 'in the new normal'



**H**ealth-related information is a key enabler of sustainable, value-driven healthcare delivery. Diagnostic information is critical to modern healthcare and, in the context of the COVID-19 pandemic, has a major role to play in returning to the 'new normal'.

Diagnostic tests have been essential to governments' efforts to contain the pandemic and re-start economies. However, the value of diagnostic information (VODI) is not always reflected in the way they are reimbursed. Rather than looking at the value they bring, in-vitro diagnostics (IVDs) are reimbursed based on the cost of test kits or equipment used to analyse samples.

To explore the VODI in greater depth, MedTech Europe hosted a webinar on 7 October ([view link](#)) with the participation of external stakeholders active in the healthcare sector. The event was an opportunity to discuss how healthcare systems in Europe can harness information to become more resilient in combating both acute, infectious diseases as well as chronic conditions.

Participants had the opportunity to discuss a series of case studies looking at the role of IVDs in a number of areas, including heart failure and acute respiratory infections.

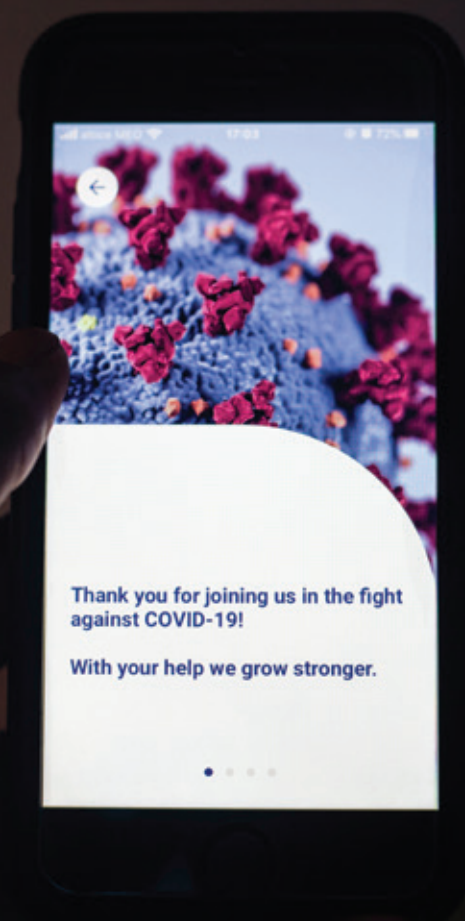
In a world where information is power, expect VODI to remain in the spotlight in the post-COVID era.

# mHealth at a tipping point?

**COVID-19 showed the value of digital health technologies. Now, financing new care pathways using such technology enables mHealth apps to go mainstream.**



**Steven Vandeput**  
Advisor, beMedTech



**D**igital health technologies and, in particular, mHealth applications, played a vital role in providing solutions during the coronavirus crisis. I expect the shift to be permanent.

In Belgium, we have been building towards greater adoption and awareness of digital tools for several years.

Let me take you back to 2015 when mHealth appeared for the first time in the Belgian e-health roadmap. After 24 subsidised pilot projects, the evaluation revealed the need for a validation model.

There are more than 300,000 health, lifestyle and wellness products in the two big app stores. How can patients or health care professionals navigate their way to high-quality apps? That's exactly what the mHealthBelgium portal is doing: listing approved apps on different levels.

At the heart of this model is a three-tier pyramid. Level 1 apps are CE marked, Level 2 apps meet ICT criteria on safe connectivity and interoperability, and Level 3 apps are integrated and financed in new care paths.

For industry, healthcare professionals and patients, this is what we have waited for – a platform where reliable apps can be found, coupled with a pathway to reimbursement for top apps. It will promote quality and serve as a magnet for innovation in digital health.

I see this as a landmark moment for mHealth in Belgium and beyond. As early movers in this space, we will continue to share our experience of building a system that nurtures digital health. Together we will write a new chapter in Europe's mHealth story.



# Delivering value

Value-based healthcare delivers the outcomes patients want – with the greatest efficiency



**V**alue-based healthcare delivers the outcomes patients want – with the greatest efficiency.

Whether it's the hip replacement that helped a patient back to work, cataract surgery that restored vision and quality of life, or minimally invasive surgeries that allow patients recovery more quickly, medical technologies deliver value to patients and health systems every day.

A new report 'Value-based Healthcare: Executing On The Vision' by the Informa Publications Group in partnership with Johnson & Johnson Medical Devices for MedTech Week, puts the spotlight on the technologies and stories behind medtech innovation.

Writing in the report's foreword, Claudia Herben, Vice President Strategic Solutions EMEA, J&J Medical Devices, says: 'Only with value at the forefront can healthcare be provided with the greatest possible benefit for patients, the healthcare system and society.'

The publication's multichannel marketing supported healthcare professional (HCP) awareness via social media, newsletters, email alerts, and digital banner ads. The report aimed to encourage stakeholders to reflect on value-based healthcare and how value can shape the future. As result, the report reached over 100k impressions targeted to an HCP audience with more than 1,200 proactive views of report pages.

In a world where customers – whether they are patients, physicians or health systems – want value, the role of value-based healthcare looks set to grow. This is good news for individuals, society and for health budgets. It is also imperative for companies.

'If you address the needs of your customers by adapting, this has to be beneficial for our top and bottom lines' said Hugo Breda, Managing Director, J&J Medical Devices UK.

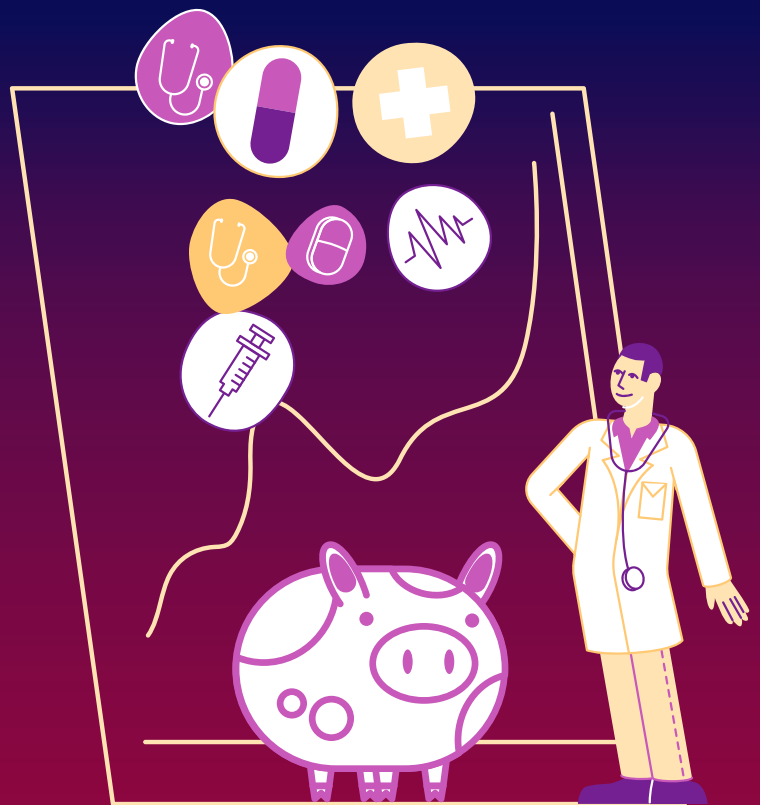


**'Only with value at the forefront can healthcare be provided with the greatest possible benefit for patients, the healthcare system and society.'**

Claudia Herben,  
Vice President Strategic Solutions  
EMEA, J&J Medical Devices

# Regions can drive value

**Procurement of innovative solutions by regional authorities will help public healthcare systems rise to the challenges we face**



**Valentina Polylas**

Director, European Regional and Local Health Authorities network

**M**odernising the public sector in the EU is vital to keeping pace with today's societal challenges. I believe this is particularly true in the health sector, where improving high-quality, affordable healthcare is crucial to coping with an ageing population, chronic diseases, antimicrobial resistance, person-centred solutions, and many other issues.

To address such challenges, we need innovative solutions, which sometimes include technologies that are not on the market and require research and development (R&D).

Tools such Public Procurement of Innovative solutions (PPI) and Pre-Commercial Procurement (PCP) can be used effectively to prove that the market can deliver commercially stable technologies before procurers commit to buying large volumes of end-solutions.

I believe that there is a massive role for regional and local authorities to play in using innovative procurement to foster innovation. This is why my association EUREGHA, representing European regional and local health authorities, decided to join EURIPHI – the European-wide Innovation Procurement in Health and Care, led by MedTech Europe.

For us, EURIPHI was an important tool for reinforcing dialogue and mutual understanding with the medical devices industry and procurers, while working together to boost innovation across Europe.

Of course, we know it takes time to deliver lasting change, but I feel positive that EURIPHI was an important first step on our journey towards a health system focused on true value for patients and citizens.



# Building a healthy society and economy

The medtech sector is powering the future of health  
– and the economy

**F**rom sticking plasters and cancer screening, to pacemakers and robotic surgery, medical technologies can save lives, improve health and contribute to sustainable healthcare. This was among the key messages highlighted by SAIEEK, the Cypriot medtech association.

During MedTech Week, the organisation published a press release emphasizing how the industry delivers value to patients, healthcare professionals, and healthcare systems and society.

Good health is a prerequisite for a healthy economy. By keeping the population well, efficient health systems not only reduce demands for services, but they also enable citizens to live active and productive lives. Whether that is by avoiding acute illness, preventing complications of chronic disease, or accelerating recovery, medtech supports better outcomes.

SAIEEK also highlighted the industry's positive impact on growth and job creation in Europe. The sector directly employs more than 730,000 jobs in one of the world's most dynamic and innovation industries – all of which helps keep people and the economy in good health.





# Dreaming without limits

**I would encourage everyone to pursue their dreams and not let anything stand in their way**



**Stelios Kypouropoulos**

Psychiatrist and Greek Member of the European Parliament (MEP)

**A**t the age of 14 months I was diagnosed with spinal muscular atrophy (SMA) type 2, a rare, genetically inherited neuromuscular condition that causes progressive muscle weakness and loss of movement. This means, in a few simple words, that I cannot move my arms and legs, and I generally have muscle weakness all over my body.

While my parents were informed that my life expectancy wouldn't stretch beyond adolescence, I soon learnt to dream without limits. Firstly, I attended a general education school. Then, in 2010, I made another dream come true by earning a medical degree from the University of Athens, before undertaking postgraduate studies and becoming a psychiatrist. In 2019, I was elected as an MEP.

Medical technology has supported me in various stages of my life. For instance, at the age of 12 years, I underwent a spinal fusion operation, thanks to which I believe my quality of life has been improved and expanded. My electric wheelchair offers greater freedom – although the inaccessible built environment can be limiting.

While not a 'panacea' or a substitute for the 'human factor' and companionship, technology can help improve our daily lives. It requires personal will, patience, perseverance and effort, and appropriate support from family, friends and the community.

Medical technology can be a good tool to support one's dream, but not every dream. The impact of innovation depends on the person making use of it!



# Medtech vs chronic diseases

For people with chronic conditions, health technologies are part of everyday life

**T**hroughout MedTech Week, the role of medical technologies in managing the burden of chronic diseases was the focus of a social media campaign by Sailab – MedTech Finland.

Patient organisations engaged in the campaign and health awareness days were selected to highlight how medtech supports the diagnosis and the care of chronic diseases. For example, the role of technologies in diabetes, irritable bowel disease (IBD) and cardiovascular diseases was in the spotlight.

The goal was to emphasise how medical technologies can be a crucial feature of daily life for people living with chronic diseases. With the prevalence of many long-term illnesses rising in European countries, detecting and managing these conditions is vital to achieving patients' best outcomes and delivering value to health systems.

Sailab also shared a glossary of key medtech terms – ranging from 'Notified Body' to 'in vitro diagnostics' – to help demystify the sector for the general public. This is increasingly important as medtech products are now commonly found beyond operating theatres and clinics. From blood glucose monitors and knee supports to contact lenses and pacemakers, health technology is part of everyday life for millions of people in Europe.



# Stroke care in the time of COVID-19

**70% of stroke providers believe functional outcomes of patients and recurrence rates of strokes have been hit by the pandemic – innovation is the solution**



**Veronica Altana**

Cerenovus Lead EMEA, Johnson & Johnson

**A**s this global pandemic endures, I strongly believe that we must optimise stroke care. But we cannot do more by standing still, or by replicating what we've always done. The only way forward is to push the boundaries; to innovate, to use new technology and solutions and reconfigure the way we work.

It is critical that stroke patients are able to access time-sensitive interventions, such as thrombectomy or thrombolysis, which are proven to reduce the clinical and economic burden of stroke.

However, we are yet to realise full value of mechanical thrombectomy (MT) in terms of improved clinical outcomes

and reduction of long-term disability and economic burden, by increasing access.

In addition, through deepening our understanding of stroke pathology, in particular of tough clots, we have the opportunity to develop technology specifically designed to remove these clots and in doing so, further advance outcomes.

Now is our time. Whilst we can't predict the course of the pandemic in the future, we can continue to innovate and be vocal about the value technology brings. In putting back the pieces of a healthcare system shaken up by COVID-19, we have an opportunity to reshape what healthcare looks like, for the benefit of providers, systems and most of all, patients.



# France preparing for medtech future

Government pledges support for industry which has been at the heart of crisis response

**E**ven as the pandemic continues to take its toll on the health system and the wider economy, France is looking to the future. Industry experts, economists and political leaders see a strong role for French medtech manufacturers as the world emerges from the worst of the COVID-19 crisis.

'Our economy is facing an unprecedented crisis which doesn't spare the health industry, but we have the capacity and the talent required to bounce back,' said Agnès Pannier-Runacher, Deputy Minister for Economy and Finance, responsible for industry. 'Because the healthcare industry was at the heart of the response to COVID-19, so it must be at the avant-garde of the economic recovery.'



Ms Pannier-Runacher, Ministerial Delegate for Economy, Finance and Recovery, in charge of Industry, was speaking at a virtual conference on 16 October, hosted by SNITEM, the French medtech association. 'The future of medical devices: what is at stake for France?' explored how companies and policymakers can drive economic recovery and deliver innovation in healthcare in the years ahead.

The event also heard from leading figures in industry, academia and

policymaking, along with experts in healthcare and economics. At the heart of the meeting, three roundtables addressed the challenges facing France and European manufacturers; the role of digital health solutions; and lessons learned from economic regulation in health. While recognising the challenges posed by the pandemic, there was a strong focus on the future.

The Minister praised the sector's contribution to fighting the pandemic and pledged the government's support in the recovery phase. 'I want to commend the response of the healthcare industry to COVID-19. You answered the call throughout the entire crises to aid our citizens by manufacturing the equipment, medical devices and medication that we needed,' she said. 'The French government is with you now to help you rebound and is providing EUR35 billion for the industry.'





# The power of diagnostics

Social media campaign illustrates the value diagnostics bring to health



**T**he global COVID-19 crisis has revealed to the world the medical value of diagnostic tools and their importance in the global response against the pandemic.

Never before has diagnosis taken centre stage to such an extent, with health systems and global leaders rapidly expanding testing capacity.

This was the focus of a social media campaign by bioMérieux throughout MedTech Week. It was an important moment to reinforce the importance of diagnostics and to show the public the full benefits of testing in the fight against COVID-19 and in routine health services.

The pandemic is a reminder of the value of diagnostic information not just during a public health crisis but in everyday care.



# Precision + efficiency = better care

Healthcare has never been more accessible, intelligent or dynamic

**T**o highlight the work of clinicians delivering healthcare for patients, and the contribution of skilled professionals building intelligent devices, data analytics, applications and services, GE Healthcare launched a social media campaign which ran throughout MedTech Week.

GE Healthcare published a series of LinkedIn posts positioning the company at the heart of the precision care ecosystem. The role that the company’s technologies play in helping hospitals to manage COVID-19 patients was highlighted, along with a feature showcasing ICU digitalisation in European hospitals.

Heart monitoring tools, essential to spotting signs of cardiac complications, were also in the spotlight, as well as the life-saving technology found in neonatal intensive care units.

The campaign showed how more precise and efficient care can contribute to a healthier world. The result is better outcomes for patients and improved value for health systems.



Bacteria



# Start-up Q&A

Digital workshop offers a chance to engage with medtech innovators

**S**tart-ups play a crucial role in driving innovation in healthcare. By using the latest technologies, from virtual reality to telemedicine, young companies can inspire new solutions that improve people's lives.

Medtronic France hosted a digital workshop on 14 October to allow the general public to meet (virtually) some of the company's healthcare start-up partners. Together, Medtronic and their collaborators are working to discover new ways to solve the most significant healthcare challenges of our time.

The event entitled "Innovation & Transformation: Examples of Partnerships Between a Large Group and Start-ups", offered an opportunity to understand the advantages of these partnerships

and to see how cooperation can be a catalyst for innovations that meet the needs of patients and healthcare teams.

The workshop began with an introduction from Antoine Groheux, Innovation Manager at Medtronic France. It was followed by an open Q&A session with representatives of three start-ups - Maela, Deepsen and Ama Xperteye - which develop remote video conferencing, connected/mobile solutions for patient follow-up, and VR-enabled analgesia sedation.

More than 80 people joined the event which was promoted on social media and at Futurapolis Santé – a major public congress on innovation in healthcare. It was a chance for the

general public to see innovation in action and to engage directly with companies at the cutting-edge of tomorrow's medtech solutions.





# When medtech gives you good news

**Karen Finn shares her story about the importance of breast screening: 'It's scary, but the potential consequences of not doing it are even scarier.'**



**Karen Finn**  
Patient Advocate

Last year, I was having some pain in my left breast and it felt like there were some physical changes, so my doctor recommended that I have a mammogram. I knew I wouldn't be able to relax until I got the "all clear".

After all, about one in eight women are diagnosed with breast cancer in their lifetime. A mammogram can detect breast cancer up to two years before the tumour can be felt, which means treatment can start sooner and your chances of a full recovery go up.

I was shocked when I got a call the next day saying that they had found something on the image, and I needed to come back for "further investigation". Back at the doctor's, I had an

ultrasound scan, which uses high-frequency sound waves to produce an image of the inside of your breasts, showing any lumps or abnormalities.

Fortunately, I didn't have to wait long and within about 15 minutes, I had confirmation that everything was fine – it was just a cluster of benign cysts.

Needless to say, I was relieved! It's now a year later and I'm about to book in for another mammogram and ultrasound because my doctor wants to monitor the cysts. To be honest, I would love to bury my head in the sand and put it off, but I'm forcing myself to pick up the phone because I know that early detection saves lives.



# Specialist nurses will create a healthier tomorrow

Science and innovation are reshaping our health systems – nurses are well-placed to adapt to the abundance of opportunities awaiting us all



**Ber Oomen**

Executive Director, European Specialist Nurses Organisations

**W**hen I saw that the theme for MedTech Week 2020 was 'Creating solutions for a healthier tomorrow', it struck a chord. In fact, it could have been a quote from Florence Nightingale, founder of the nursing profession whose 200th birthday we celebrate this year as part of the Year of the Nurse.

Not only are nurses easing the pain and solitude of patients who are ill or in distress, but they are also increasingly working in highly specialised and technical roles – requiring advanced levels of education.

Over the past 200-year evolution of the 'nurse', the first 150-year were rather stable. However, as science became central to healthcare, great steps forward have been taken over the past

50 years. To me, the past 10 years have seen a real acceleration in this technological progress, due to the digitalisation of health and communication.

Health is rapidly evolving, and requirements are increasing, in parallel with rising expectations and responsibilities. Young nurses are now required to select a specialisation at an earlier stage during their training.

If we want to create solutions for a healthier tomorrow, there is a bright future for specialist nurses in all areas. However, it can only be efficient if the nurses entering the profession bring education – graduate and postgraduate – along with their readiness for the health system of the future.



# The heart of the story

Powerful stories on patients highlight the positive role of our sector

**M**edical technology companies are committed to improving people's lives every day. To communicate the real-world impact of technologies on patients, it is important to share individual real stories of people impacted by these innovative technologies.

There was the story of Katharina Bauer, a pole-vaulter whose Olympic dreams could have been cut short by cardiac arrhythmia. However, thanks to an implantable defibrillator, she continues to compete at the highest level. Katharina is also a high-profile public speaker, giving motivational lectures built around her life experience.

'I thought the day of my diagnosis was the worst day of my life,' she says. 'But it turned into the best day of my life because so much has emerged from it.'

Sport was also centre stage for Heiko Mögling whose passion for snooker was jeopardised by cancer. After treatment, his stoma could have curtailed Heiko's hobby – and his work as a professional chef – but thanks to advanced ostomy care, he continues to live an active life. He even managed to hitchhike during his summer holidays without much stress: 'I was on the road for ten days and I always felt safe with my ostomy care.'

Throughout MedTech Week, BVMed published their stories and the positive impact to them of medical technologies and innovation.

The range of stories was broad, including a young man using digital tools to control his diabetes and a vibrant woman in her 70s whose dystonia is managed thanks to neurostimulation.



# The people behind medtech

Innovation is developed and delivered to patients  
by thousands of individuals

**M**ore than 730,000 people work in the medical technology industry in Europe, from clinical researchers, business managers to health professionals. To bring recognition to their outstanding work, Medtronic Germany gave a platform to some of the people behind the medical technologies used across Europe every day.

Through their blog and social media channels, the company raised awareness about the jobs dedicated to bringing innovation and care to billions of lives across the world. One such example was the European Marketing Manager for gastro-intestinal and

hepatology, who works on capsule endoscopy – a diagnostic procedure used to examine the bowel.

This technology provides clinicians with images of the digestive tract by using a tiny camera inside a pill-shaped capsule that patients can swallow. The images can help to identify sources of bleeding and aid diagnosis.

It is a sophisticated technology, but for people working on the product, the motivation is simple. 'I really like that my work can help patients,' the European Marketing Manager said. 'This is an important drive for me! It never gets boring and you have new challenges every day that you have to master.'





# Sleeping well, thanks to medtech

Technologies can help to improve sleep quality and reduce the risk of death

**S**leep apnoea can have a significant negative impact on people's lives. It is also associated with increased long-term mortality if the condition is not well-managed.

During MedTech Week, ResMed highlighted a new study on the long-term mortality of patients and the impact of positive airway pressure (PAP) therapy – an established technology for treating sleep apnoea .

The research, sponsored by ResMed, found that PAP therapy leads to 25% lower mortality risk in sleep apnoea patients and telemonitoring leads to increased therapy adherence. Patients using PAP also had lower hospitalisation rates, according to the research.

This is a prime example of how medtech innovation is improving the lives of patients, while meeting all requirements of data privacy laws, to protect and respect the personal data entrusted in the technology."





# Can digital technologies improve sleep?

Telemedicine is revolutionising sleep apnoea services, making it more personalised

**A** good night's sleep is priceless. However, for people living with sleep apnoea – a common sleep disorder – this can be a challenge. Medical technologies can help in several ways, including using pressure to keep airways open and monitoring patients while they sleep.

To explore the role of telemedicine in sleep apnoea and its uptake during the pandemic, ResMed published an interview with Prof. Christoph Schöbel, Head of Sleep and Telemedicine at Essen University Medical Center.

Speaking to Sabine Mertsch, Manager Market Access, ResMed Germany, he said Germany's 2015 e-Health Act had improved confidence in telemedicine.

Patient feedback on video consultations has been positive, he said, adding that he has also used telemedicine for people who wear positive pressure therapy devices with a mask at night. The devices collect data and send it to the clinic for review.

'We were able to use this data for follow-up checks without the patient having to come to us,' Prof Schöbel explained. His team is also investigating the potential role of e-spirometers, connected to a telemedicine platform, in facilitating follow-up checks on patients with asthma or COPD.

'New devices offer the ability to control how regularly inhalation therapy is used,' Prof Schöbel said. 'And of course, sensors in smartwatches can also be used medically, if they are certified as a medical device.'

Looking to the future, he expects patient demand for digital tools to continue to grow: 'Better informed patients are now asking for more individualised treatment. In addition, digital tools can help with data collection in order to enable truly patient-centred medicine.'

For people with sleep apnoea and other respiratory conditions, a more connected future is on the horizon.



**'New devices offer the ability to control how regularly inhalation therapy is used...'** Prof. Christoph Schöbel, Head of Sleep and Telemedicine at Essen University Medical Center



# #DoItWithLabTests

Twitter storm puts focus on roles of tests and preventive medical check-ups

Throughout the COVID-19 pandemic, people with underlying chronic conditions have been at higher risk of poor outcomes if they contract coronavirus. At the same time, services for patients with long-term illnesses have been curtailed during the crisis as clinics seek to reduce direct contact with vulnerable individuals.

During MedTech Week, the Association of the Diagnostics Industry in Germany (VDGH) highlighted ways in which prevention and early detection can help to manage conditions such as diabetes and cardiovascular disease.

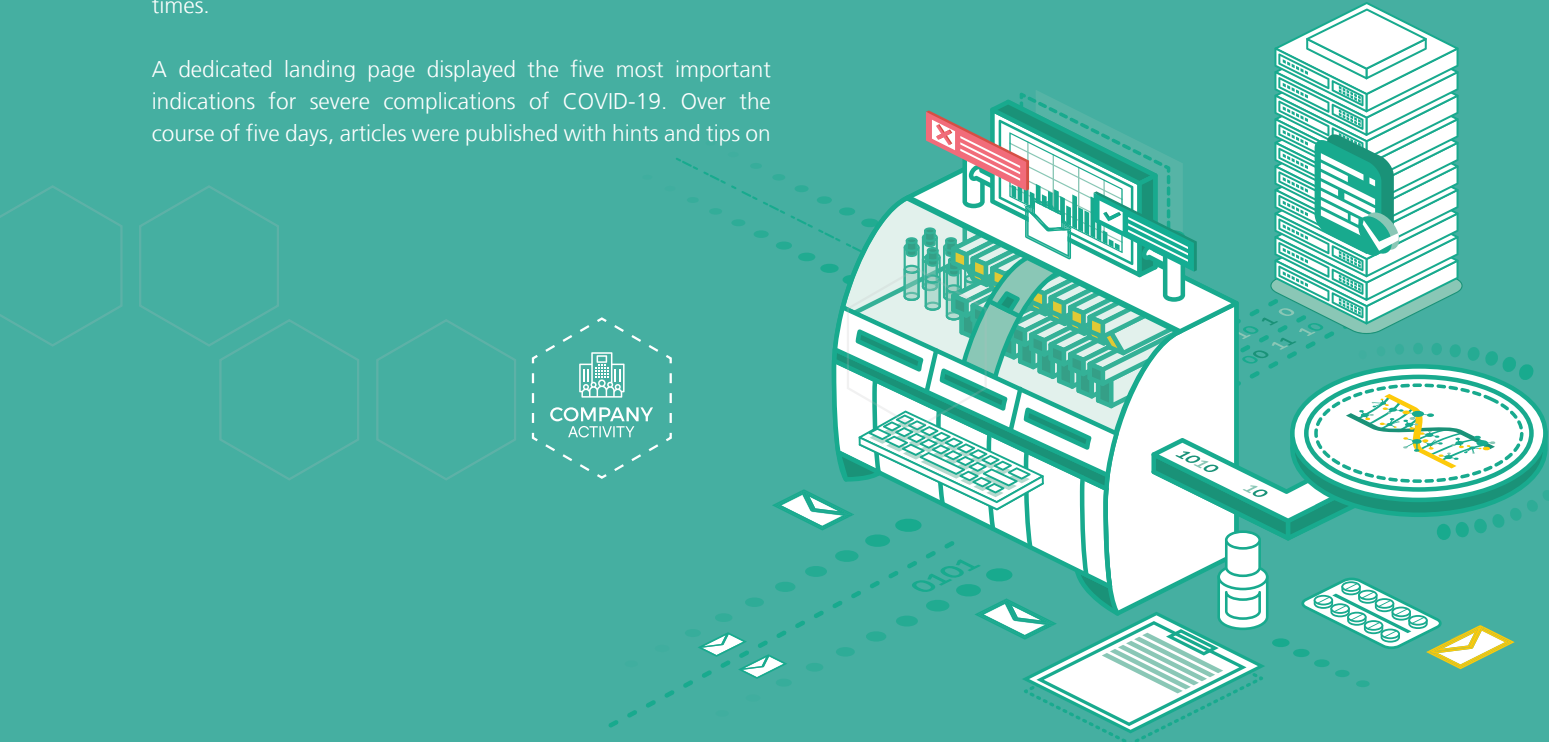
Each day of MedTech Week, the VDGH's Information Centre for Prevention & Early Detection (IPF) addressed several of these chronic diseases via its dedicated Twitter account using the hashtag #machesmitlabortests (or #doitwithlabtests). VDGH also shared tweets from its main account, targeting key decision-makers such as health policymakers in Berlin. This 'Twitter storm' was a timely reminder of the value of diagnostics in these testing times.

A dedicated landing page displayed the five most important indications for severe complications of COVID-19. Over the course of five days, articles were published with hints and tips on



which lab tests can contribute to good health. They focused on diabetes, cardiovascular disease, compromised immune systems, liver diseases, and kidney diseases.

The campaign aimed to strengthen preventative medical check-ups, improve the early diagnosis of risk factors, and reduce their negative impact on patients.



# Pharmacy's digital future

A pharmacy student's view on digitalisation and eHealth in community pharmacies across Europe



**Piotr Nawrocki**

Policy Affairs Coordinator, European Pharmaceutical Students' Association

**D**igitalisation has become an inseparable part of the modern world. It affects many aspects of our lives including healthcare systems.

These days, 100% of pharmacies in Europe are computerised and a stable internet connection is a crucial element of pharmacists' work, as electronic prescriptions are replacing traditional paper prescriptions in the majority of European countries.

In my opinion, this results in a wide range of benefits such as ensuring the authenticity of the prescription and identification of the prescriber, improved integration with patients' health records and minimising dispensing errors. It also reduces the time needed for administrative duties, which allows pharmacists to dedicate more time to patients.

For me, looking at all these digital tools, the big question is whether pharmacists are receiving the support needed to use them. I can tell you that pharmacy students are keen on technology but are offered too little training.

EPSA has constantly been advocating for implementing eHealth and digital skills in the pharmaceutical curricula. As we mark MedTech Week 2020 – which this year focuses on the use of digital technologies and solutions – we must not only look at ways to remove any existing barriers, but to also provide better education to healthcare professionals so they can harness the benefits of digital health technologies.

I am confident that digital technologies will be central to our work as the pharmacists of the future. We need the skills and tools to get the most from these innovations.



# 'The future is now'

Remote patient management is no longer science fiction



**P**roviding services remotely can transform patient care and deliver value to health systems. That was among the key themes of a hybrid event held in Budapest during MedTech Week.

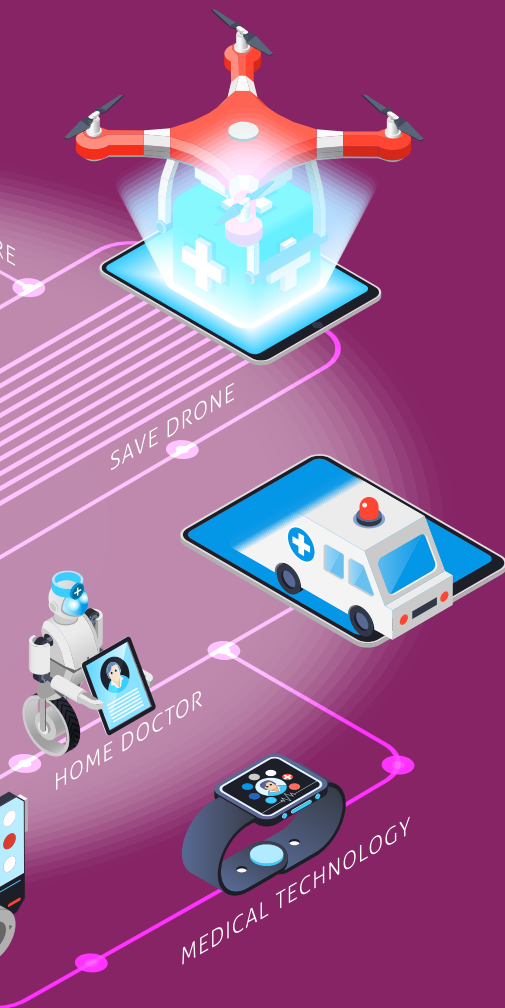
Once considered futuristic, new medical technology solutions are today playing a pivotal role in delivering services to patients across Europe. These tools allow people to access specialist services and receive care at home or closer to home. However, access to telemedicine and other digital care varies widely.

On 13 October, Medtronic Hungary hosted The Future is Now – a value-based healthcare event exploring modern medical technology and the digitalisation of healthcare. The meeting was designed for healthcare professionals, key opinion leaders, government representatives, medtech and pharma company representatives. It was attended by Dr Horváth Ildikó, State Secretary Ministry of Health.

This event offered insights into how digital medical technologies are used today, their future potential, and barriers to uptake across Hungary. As COVID-19 has triggered growing interest in remote care solutions, the value of these tools for patients, health professionals and health systems, is likely to remain in the spotlight.



**Peter Juhasz, CEE Central Cluster Leader/Director Medtronic Hungary and discussion panel**



# Unsung heroes of healthcare



Medical technologies are key in every step of the patient journey



**HEROES  
ARE  
LOOKING  
LIKE  
THIS**  
#CORONAVIRUS

**F**rom prevention, diagnosis and monitoring, to treatments and cures, medtech is central to saving and improving lives. However, their impact sometimes goes unnoticed: diagnostics and devices are sometimes the unsung heroes of healthcare.

To help address this, ETOSZ – the Association of Health Technology Suppliers and Medical Device Manufacturers – raised awareness on the role of the innovative medtech sector and its contribution to the Hungarian healthcare system.

ETOSZ aimed to inform healthcare decision-makers on the value that its member companies create for patients and healthcare professionals. The initiative was designed to improve perceptions of the industry and its products and services.

While the positive effects of some technologies are almost 'invisible' to the patient, the benefits are felt by individuals and the wider community. Diagnostics, devices and digital health tools are the product of research and innovation by the people who power Europe's medtech sector. As the saying goes, 'Not all heroes wear capes'.



# Medtech rising



Ireland sets out ambition to be a  
global leader in patient-centred medtech



**Ireland is one of the top five global medtech hubs and strives to be a world leader in innovative patient-centred medical technology developments, products and solutions.**

That's why Medtech Rising – a business leaders conference bringing together policymakers, clinicians and industry experts – was officially launched during MedTech Week.

Later in the year, the conference was held virtually, allowing experts to share their insights on the latest global trends in an online setting. Speakers agreed that the pandemic has highlighted the medtech industry's role in saving and transforming lives. Ireland stands out internationally as one of the top five producers of COVID-related goods according to the OECD – after Germany, the USA, Switzerland and China. To reflect this, the Irish Medtech Association introduced a 'Covid-19 Response Recognition Award' for the Irish Medtech Awards 2020.

'The vital importance of global trade and cooperation has been highlighted by COVID-19,' said Irish Medtech Association Director Sinead Keogh. 'No country produces all the goods needed to fight the virus alone. That's why exploring the latest trends in R&D, manufacturing, supply chains and logistics, market access and new business models is so important.'

This was echoed by Rachel Shelly, Head of Medical Technologies at IDA Ireland. 'Ireland's position as a location of choice for the medtech industry and its role as an agile, resilient hub within global supply chain networks has been reinforced since the outbreak of the pandemic,' she said. 'With continued global uncertainty ahead, global conferences like Medtech Rising are essential to equip business leaders with the latest industry insight and perspectives.'



#### **Pictured at Medtech Rising 2020**

**(l-r):** Tom Clarke, Senior Director, West Pharmaceuticals, and incoming Chair, Irish Medtech Association; Sinead Keogh, Director, Irish Medtech Association; and John O'Brien, CEO S3 Connected Health, and outgoing Chair, Irish Medtech Association



# Stories from the heart

Cardiac care relies on innovative technologies to save lives

**W**hen Rosemary Durcan's doctor told her she needed a pacemaker, she was surprised. Rosemary did not feel 'old' or 'sick' enough for a cardiac implant. However, after some initial reluctance, she took her doctor's advice and has never looked back.

'I would say to those advised to get a pacemaker to make the decision a little quicker,' she says. 'The energy I've had, and my overall wellness, since getting the pacemaker has been fantastic.'

Rosemary is the Director of HealthTech Ireland and her story is captured in a short video featuring interviews with her, her husband and her doctor. It follows her journey to receiving a pacemaker and looks at how life has changed since the implant. Pacemakers change lives every day and Rosemary's story communicates this positive impact in a highly relatable way.

HealthTech Ireland showcased the video through a series of posts on Twitter and LinkedIn during MedTech Week. In addition, social media channels were used to promote an event on the value of diagnostics, the story of how a defibrillator helped to save a man's life, and a newspaper article on innovative health start-ups.

These videos and stories illustrate the value medical technologies can bring to people with heart problems – whether their illness is sudden and acute or a long-term condition.





# #LifeChangingTechnologies



## Social media and email campaign tell stories of innovation

**T**he art of storytelling can help explain even the most complex technologies. That's why Cook Medical decided to tell the tale of their latest technologies through a series of emails introducing the journey of medtech from development to patients.

Through the course of MedTech Week, the company shared the story of different innovations by speaking with employees onsite as well as with physicians who explained the impact it has on patients.

The campaign was in line with Cook's #LifeChangingTechnologies theme which is designed to raise awareness of the medtech industry and lifesaving technologies. Using this hashtag, the company took to social media to showcase their employees' pride in producing products that improve people's lives.

The company also ran a photo competition on social media, asking employees to take a selfie holding a homemade sign with the words #LifeChangingTechnologies in order to win a prize.

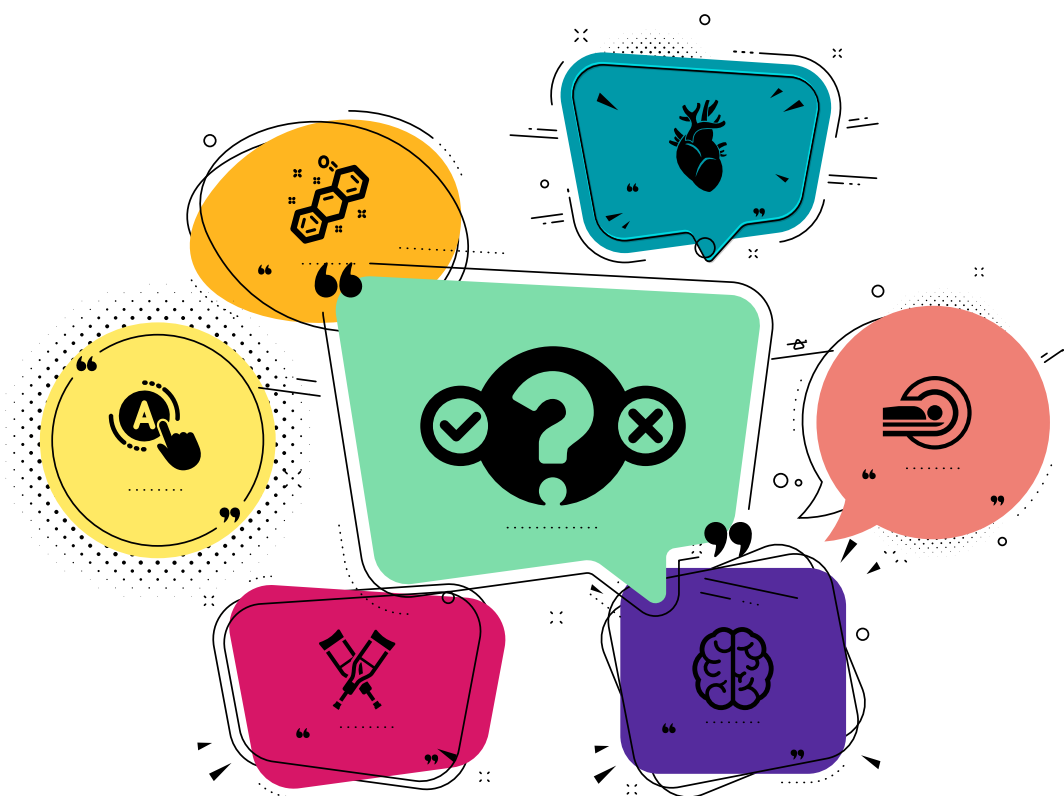
Not everything was strictly virtual this year. For those working onsite, celebratory cupcakes, balloons and informative graphics for digital screens allowed for a socially distanced and safe way to celebrate innovation.

In a video message, Cook Medical EMEA President, Bill Doherty thanked people for taking part in this year's MedTech Week and for all that they do in delivering life changing technologies to patients. 'We are proud of our employees and the innovative solutions we produce to advance healthcare. Celebrating MedTech Week is a wonderful way to recognise our employees' efforts to serve patients in EMEA and around the world,' he said.



# Quiz time!

Daily quizzes tested knowledge of the medtech industry



**S**o, you think you know the medical technology sector? Perhaps you work in the industry or in the health system? But do you know which European country has the most medtech employees? Or which country has the continent's largest biomedical district?



At the start of MedTech Week, Confindustria DM – Italy's national medical technology association – launched a series of daily quizzes to bring to light the role and value of medical technologies in people's well-being. The questions explored unique themes each day, ranging from in vitro diagnostics and innovation to employment and gender balance in the workplace.

The quizzes were promoted on social media to raise awareness and have a little fun. Participants could test their knowledge and then share with friends and colleagues to see who knows the medtech sector best.

Confindustria DM also published a blog post reflecting on the role of medical technologies in healthcare during the COVID-19 pandemic and the importance of having reliable scientific opinions in the world of fake news.

'There is a proliferation of fake news and a worrying spread of anti-scientific views,' the association said. 'Quality information depends on all of us, and we want to make our contribution by providing figures and insights into the reality of a sector in which medical and scientific research is at the heart of its development. MedTech Week helps us to disseminate correct information on complex issues.'



# Europe's post-crisis vision

**The COVID-19 pandemic sparked a crisis in our health systems from which we must learn – research and innovation on post-acute and long-term care are essential**



**Furio Gramatica**

Director of Development & Innovation, Don Gnocchi Foundation

**W**hile it seems certain that technology will have a key role to play in the post-crisis period, we need a new way to think about where we should invest research funding in order to get the most value.

The post-COVID patient population has new rehabilitation needs which much be addressed, while rehabilitation services for non-COVID patients must also be reimagined in this changed environment. In both cases, I see a role for technologies – provided that we select the right ones.

The COVID crisis shone a light on the continuum of care. If there is a small beneficial impact of the pandemic it has been the stark realisation that we cannot think in silos any longer.

This implies a need for greater collaboration between those working across the healthcare spectrum.

In addition, we need a more active dialogue between healthcare actors, including industry experts. They are the ones who understand the bottlenecks that arose in delivering personal protective equipment (PPE), ventilators and hospital beds. They are uniquely positioned to identify existing technologies that can help in the post-acute phase, and to highlight gaps which we can hope to fill through collaboration research and investment.

If there is a take-home lesson from the crisis we have endured, it is that we need to work together to determine which technologies we should embrace, and how we can connect these tools with those who need them.



# ‘Test, Test, Test’

Diagnostics go from support act to headline performer

**E**ver since the WHO urged governments at the start of the pandemic to expand their testing capacity, in vitro diagnostics (IVDs) have been centre-stage. Products that have often played a supporting role in health systems were suddenly thrust into the spotlight.

Companies quickly developed and distributed millions of tests, long before new medicines or vaccines were being trialled against COVID-19.

The role of testing in finding and isolating cases – and thus controlling outbreaks – is in the news headlines every day. This allowed people to understand the importance of IVDs.

To play its part in health literacy, APIFARMA – the Portuguese Pharmaceutical Industry Association – published an infographic on COVID-19 testing during MedTech Week. It was circulated on social media as part of a wider effort to highlight the value of diagnostic information to the public and to health services.

In these testing times, diagnostics will continue to play a starring role.





# 30 years creating value

Portugal's medtech association  
celebrates a milestone birthday

**A**PORMED, the Portuguese association of medical device companies, was founded three decades ago. Its mission: to represent a young and growing medtech sector.

30 years on, much has changed but the core goal remains. Significant advances through innovation have ensured that medical technologies play an increasingly important role in improving and prolonging human life.

APORMED is working to make these innovative products available to citizens, ensuring high quality, state-of-the-art care for people in Portugal.

To mark its anniversary, the association launched during MedTech Week a new video presenting the timeline from 1990 to 2020, highlighting the evolution of the association and the use of medical devices across the country. The video is available on the APORMED website and was promoted on social media.

By looking back at the enormous progress enjoyed since 1990, the association aimed to inspire the public to imagine the possibilities that the next three decades will bring.





# People power

Virtual coffee break celebrates the value of people working in medtech

**T**here's nothing like a cup of coffee to end a long day – or to end a busy week, for that matter! To wrap up MedTech Week, Medtronic Portugal invited the MedTech Europe MedTech Week team to join a virtual gathering with staff.

The company's 'Pausa para Café' is a regular event during which employees engage on a different subject every fortnight. But this edition was extra special. It focused on the contribution made by thousands of individuals working in the medical technology sector.

'The real value: people' was the theme for this 30-minute session. Medtronic Portugal's Country Director Luis Pereira addressed the work that has been done during the pandemic and shared testimonials from sales representatives across the country.

It was a timely reminder of the power people can have during times of uncertainty, and a welcome moment of respite at the conclusion of a MedTech Week like no other.



# Two sides of the MDR coin

The Medical Device Regulation (MDR) brings new scrutiny for software but creates opportunities too



**Poornima Venkatesan**  
Lead Business Consultant, Virtusa AB

As someone working in software within the Medical Device (SaMD) space, nothing sparked more anxiety than the new EU MDR when it was announced in 2017. However, my perspective shifted a little recently when I moved out of SaMD and looked at MDR as an outsider.

The MDR includes higher scrutiny but also extensive verification and validation (V&V) requirements and conformity assessments – in addition to the existing lifecycle processes.

It ensures high-quality standards of products in the EU region while the introduction of implant cards, Unique Device Identification (UDI) and Eudamed paves the way for more transparency and improves patient safety.

If you take the sustainability report of any top medtech company, there is a strong focus on safety and patient

satisfaction. The MDR not only creates an ecosystem that addresses such issues, but also drives companies towards innovation.

It also opens an opportunity for automated labelling and digital systems to collect, organise and maintain data and integrate them with the Eudamed Database. Cloud-based platforms with pre-built APIs can make meaningful insights out of such huge datasets, driving new product innovation.

Although transitioning to this new way of working might look like a massive and expensive task at present, more benefits can be reaped as things progress.

I've seen both sides of the MDR coin. Thinking deeper, I can see now that whether we view change as a threat or an opportunity is a matter of perspective.



# Relieving pain, improving lives

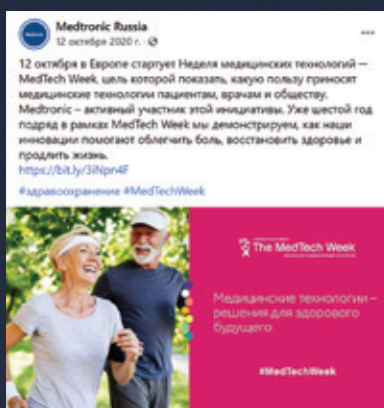
## New technologies provide solutions to deep vein thrombosis

**D**eep-vein thrombosis (DVT) is a blood clot that develops in deep veins, often in the legs. It can be painful and uncomfortable for those affected, but new technologies offer new opportunities for treatment.

New technologies like self-expanding venous stents significantly reduce the risk of postoperative complications and shorten the rehabilitation period. Performing the operation is simple and convenient for the surgeon.

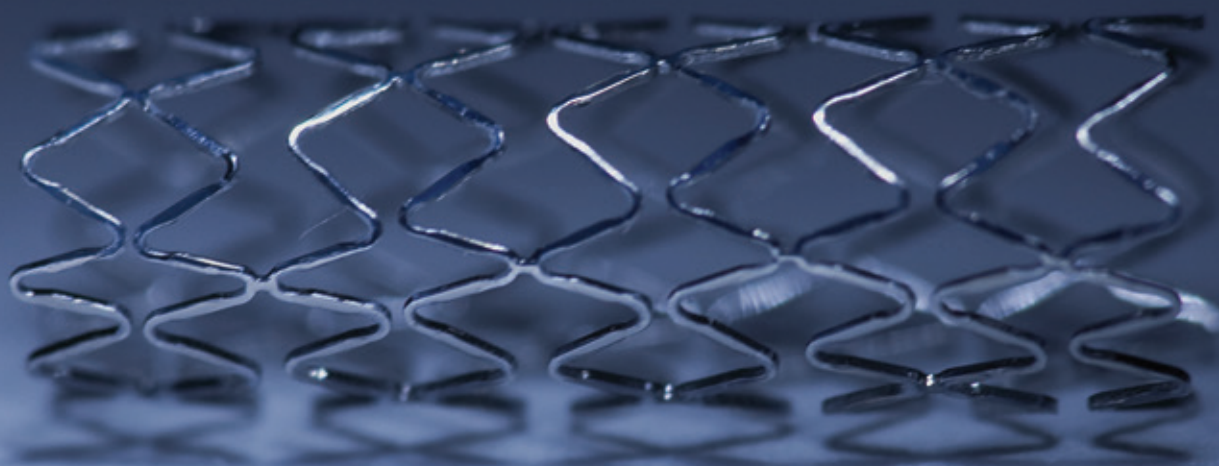
The technology became available to Russian patients at the end of 2019. The problem of venous stenting in Russia is extremely acute. 30-40% of people who have had acute deep vein thrombosis develop post-thrombotic disease. This disease is one of the most serious problems in modern phlebology. In 15% of patients, 5 years after acute

deep vein thrombosis, venous ulcers are found, which not only reduce the patient's quality of life, but also lead to his disability. The condition is more common among women and the elderly – although it is becoming increasingly common among younger people.



During MedTech Week, Medtronic Russia used its social media channels to highlight these new technologies' positive impact. The online campaign also generated awareness about medical technologies among employees, health professionals, patients and the general public.

Elena Plyasunova, Vice President, Medtronic Russia, said the initiatives taking place in Russia 'show the benefits of our technologies to patients, HCPs, and society'. 'This year in Russia, we held a series of digital and communications initiatives to talk about our company's latest innovations that help alleviate pain, restore health, and extend life.'





EXPERT  
PERSPECTIVE

# Preventing surgery-related infections

Let's build on our industry's history of innovation to improve outcomes in surgery



**Justin Gates**

Vice President EMEA, Trauma, CMF and Animal Health, DePuy Synthes

Every year, over 4.5 million Europeans suffer from an infection they acquire in a health care setting. Of these, surgical site infections (SSIs) can cause patients to be readmitted to the hospital five times more frequently, increase the likelihood of an Intensive Care Unit (ICU) visit by sixty percent, and double the risk of death.

The good news is that experts estimate that up to 60% of SSIs may be preventable. Prevention efforts have come a long way: sterile sutures, antiseptic wound treatment, sterilization by irradiation, sterilization with the help of the low-temperature gas plasma, absorbable pads to help minimize blood loss, and antibacterial sutures coated with triclosan.

These and other inventions have greatly impacted clinical

outcomes, survival rates, infection rates, amputations and lethal cases, as well as surgical efficiency.

In my opinion, a critical development in trauma is infection clearance through irrigation. The advancement was enabled by the introduction of a reaming and bone harvesting system that promotes effective washout for intramedullary (IM) nail exchange procedures, thereby providing an efficient method for removal of infected bone tissue.

With leading trauma solutions like these, I've never been more proud and excited to be part of such a forward-looking orthopaedics sector that continues to build upon a long history of dedication to infection prevention and control, as well as innovation through co-creation in order to keep people moving.



# Telemedicine: the future of healthcare

Virtual event explores the potential for remote care

**H**ow will telemedicine shape the future of healthcare? That was among the big questions discussed at a roundtable event organised by SK+MED, the Slovakian medical device trade association, during MedTech Week.

The event looked at the impact of telemedicine technologies on patients, health professionals, payers and policymakers. Contributors to the discussion included representatives of government, the national insurance company, cardiac surgeons, and industry. The event was live-streamed to facilitate social distancing and maximum participation.

The discussion centred on how telemedicine is used in other European countries, such as Estonia and Scandinavian countries. Patients in Scandinavia typically make two clinic visits per year, whereas those in Slovakia and the Czech Republic visit up to 12 times per year.

By using telemedicine, hospitals can save between 2% and 5% of the total cost per patient. Technologies can also be used for preventative medicine and are a safety option for patients, particularly during the pandemic.

This round table is part of a year-long set of educational activities by SK+MED that focus on the value of medical devices in treatment and care. The series of virtual events had a real impact on awareness of medtech.



**'Patients in Scandinavia typically make two clinic visits per year, whereas those in Slovakia and the Czech Republic visit up to 12 times per year.'**



EXPERT  
PERSPECTIVE

# Digital disruption in diabetes care

**What a rollercoaster the last few months have been – a world has been defined through the lens of a global COVID-19 pandemic has embraced digital technology**



**Dr Niti Pall**

Regional Chair Europe, International Diabetes Federation

**T**he pandemic has shown us that the inherent fragility of health systems can, and should be, addressed through the digital transformation of care, with an increased focus on prevention and health promotion.

In my opinion, a new paradigm is needed to develop stronger health systems able to address the needs of people living with diabetes and those at risk. Digital disruption will challenge most aspects of traditional diabetes care models, at all stages of the diabetes journey, from prevention and diagnosis to treatment and self-management.

We need a vision for digitally enabled diabetes care in Europe. The current model is unsustainable. Look at the numbers: 60 million people are living with diabetes in the European Region, and that figure is rising rapidly.

Medical devices, apps, electronic patient records, data analytics, telemedicine, to name but a few, are redefining diabetes care. In the process, digital tools are improving the lives of people with diabetes, alleviating the pressure on health systems, and reducing costs.

MedTech Week 2020 was an opportunity to advocate for more digital health – leaving no one behind. We need integrated care that places the individual at the centre, focusing on the strengthening of primary care, and the use of technology to connect and transform health services.

Together with healthcare professionals, policymakers, and industry representatives, I am confident we can reach a better future for people with diabetes.



# Lessons learned from COVID crisis

Health technology sector reflects on pandemic and looks to the future

**T**he role of the health technology industry in responding to the COVID-19 pandemic was in the spotlight throughout a meeting hosted on 15 October by Fenin, the Spanish federation of health technology companies, and the academic institution Esade.

The event, entitled Lessons Learned in the COVID-19 crisis, called for close coordination between stakeholders as health authorities develop plans to get out of the crisis. Due to restrictions on large

gatherings, it was held online where 170 people joined live, with a further 1,000 people watching a summary video the following day.

‘Our sector is absolutely central to overcoming this crisis, due to the role it plays in the prevention of this disease, in its diagnosis, treatment and tracing,’ said María Luz López-Carrasco, President of Fenin.

Margarita Alfonsel, Fenin’s General Secretary, pointed out that ‘throughout the first half of the year, the companies’





extraordinary work in the sector has allowed the value of health technology and its impact on health and quality to become visible to patients and citizens in general’.

Professor Fernando Bandrés, President of the Technology and Health Foundation, said COVID-19 has highlighted

the need to establish health policies and management models that take account of technological and healthcare realities.

Dr. Rafael Ortí, President of the Spanish Society of Preventive Medicine, Public Health and Hygiene (SEMPSPH), said investment in preventive measures is essential to future wellbeing. ‘Efficiency means providing sufficient resources to public health and primary care, to enhance their diagnostic capacity and enable early detection,’ he said, adding that better use of data and telemedicine is also essential.

The meeting also included valuable contributions from politicians and economists on the role of health systems in society and the economy.

The event concluded with the presentation of awards to companies for outstanding Corporate Social Responsibility. The prizes went to Abbot Medical Iberia, Becton Dickinson and Dermatology Clinic International. These awards acknowledge the work and commitment shown by companies to improving health, quality of life, and population wellbeing.



# Testing times: employee workshop

Virtual workshop teaches employees about COVID-19 tests

**S**taff at Fenin, the Spanish federation of medtech companies, joined a virtual workshop to update their knowledge of various COVID-19 tests. The event, which is now a regular feature of Fenin’s MedTech Week activities, gave employees the opportunity to hear from experts from Roche Diagnostics.

Speakers included; José Muñoz, microbiology product manager; Alicia Vela, molecular diagnostics product manager; Dolors Esquerda, logistics and handling; and Josep Cortina, business intelligence.

A total of 26 people attended the event to deepen their technical understanding of a topic that has dominated healthcare and public debate since early 2020. They are now better equipped to work on this vital issue.





# Introducing journalists to diagnostics



## Workshop engages media on the role of IVDs in driving medical decisions

**M**ore than 70% of medical decisions are based on in vitro diagnostics (IVDs), yet these products account for only 0.8% of total health spending. While patients are familiar with blood tests and urine samples, the influence of test results in shaping clinical practice is often under-appreciated.

To help address this, Fenin, the Spanish medtech association, held a virtual workshop on 13 October where journalists had an opportunity to learn more about IVDs. It was a chance to ask experts and IVD industry representatives about current and future diagnostic tools

and publish articles on the topic in a range of media outlets.

Among the experts on hand were Ana Quinteiro, Coordinator of the Biological Diagnosis Network of the Basque Health Service (Osakidetza); Dr Manuel Juan, Head of the Immunology Service at Hospital Clínic from Barcelona; and Óscar Barceló, Vice President of the Board of Directors of the Fenin, who moderated the event.

Dr Juan said the pandemic had shown the value of IVDs and their involvement in several diseases, alongside the detection of SARS-CoV-2.

The event prompted a series of articles in the media focusing on diagnostics' contribution to healthcare across Spain.





# Making dental clinics safer

10-point infographic puts infection control in the spotlight

**A** new safety information campaign was launched by the Fenin's Foundation for Technology and Health on 14 October. Entitled Prevention of infections in dental clinics, and published in collaboration with Fenin's Safety Commission, it aimed to highlight the many ways in which medical technologies promote safety in dentistry.

It includes ten safety measures considered essential to preventing infections in dental clinics including hand hygiene; personal protective equipment; vaccination of professionals against hepatitis B, rubella and flu; decontamination and sterilisation procedures; safety and handling of sharp instruments, amongst others. The initiative was launched to the media through a press release and published on social media.

'The dental industry is making significant ongoing efforts to train health professionals to ensure protocols and procedures are implemented in daily practice,' said Prof Fernando Bandrés, President of the Foundation for Technology and Health. 'Our goal is to contribute to boosting safety standards for the benefit of patients and health professionals through initiatives like this.'



# An eye on immersive education

New training centre in Barcelona offers eye surgeons cutting-edge education



**I**n the fast-moving field of eye care, education and training for health professionals is vital to ensuring patients see the fruits of innovation. The new Alcon Experience Center in Barcelona will add to the company's ability to provide health professionals, surgeons, students, and staff with a high-tech educational experience.

'Training is a hallmark of Alcon's commitment to eye care professionals, with thousands receiving hands-on experience every year on the latest advances in ophthalmology,' Stephan Eigenmann, VP Surgical Franchise said in a video unveiling the new centre on 16 October.

'Through state-of-the-art Alcon Experience Centres, along with virtual reality and the new Alcon Experience Academy website, we are making immersive training and education accessible at the convenience of eye care professionals around the world.'

The new Barcelona centre will be used for both internal and external training, with in-person sessions and virtual events using live-streaming. 'This will be a game-changer for Alcon moving forward,' Eigenmann added.

This kind of investment in education shows the medtech sector's commitment to surgical excellence and illustrates that Alcon always keeps one eye on the future.



# Medtech's greatest asset: our people

What it was like  
to work in medtech  
during a turbulent year



**T**he medtech industry delivers enormous value to society. By preventing serious disease, managing illness and curing patients, the sector contributes to personal and economic health. None of this would be possible without our greatest asset: our employees.

Talented and committed people are vital to developing and delivering the high-quality innovative products that patients and health professionals need. During MedTech Week, Medtronic Spain ran a campaign to celebrate the heroes that make the industry thriving.

The initiative put a face on medtech by posting stories about employees who described what medtech means to them and how they feel about the role they play in healthcare. Adrián Lorenzo said: 'Our technology is disruptive, it is innovative. But it is also knowing that, in difficult times, we can be trusted.'

For Isaac Martínez, flexibility and continuity are key: 'We have employed digital tools to connect with consultants and support the monitoring of our patients' therapies. Our technology always finds ways to be where it is needed.'

This was echoed by Javier Alonso García who focused on the need to support surgical activity during the pandemic. 'We continue to support all surgeons who, despite COVID-19, work every day so that all those who need to undergo an intervention can do so with the best possible technology,' he said.



The campaign included internal emails, a local press release which was picked up by several media outlets, including Redacción Médica. The social media posts on Twitter and LinkedIn were very engaging: they were liked 700 times and reached 16,000 impressions! Not only did this campaign raised awareness among the general public, but it also gave employees a sense of recognition that their contribution is valued.



EXPERT  
PERSPECTIVE

# Incontinence – ending the silence

A new online knowledge hub, *Support In Continence*, will raise awareness about incontinence and help to improve care



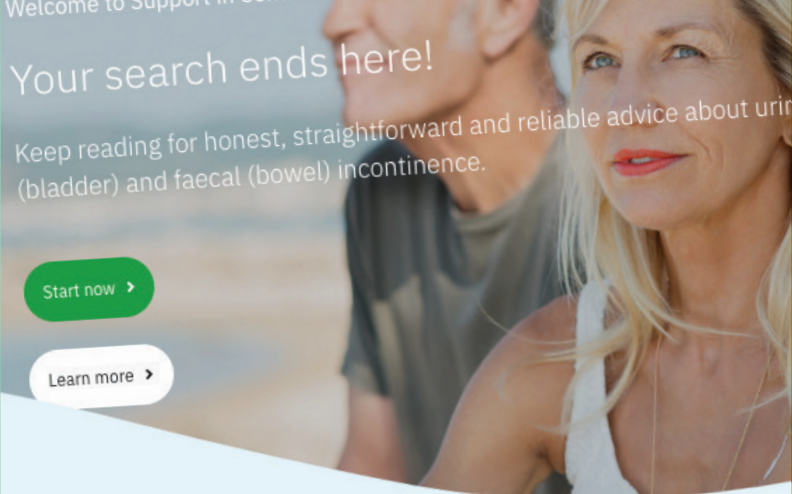
**Mary Lynne Van Poelgeest-Pomfret**

President, World Federation For Incontinence and Pelvic Problems

I am a very excited patient advocate at the moment! My enthusiasm springs from the latest initiative by the World Federation for Incontinence and Pelvic Problems, an umbrella organisation of which I am the President.

Incontinence – urinary and, especially, faecal – are not exactly topics that we talk about openly. It is an extremely bothersome ‘silent’ condition. Too often, nothing is said, and people do not consult their GP or other healthcare professional.

To address this, we have launched Support In Continence, a web-based all-inclusive platform. It will be the go-to place for patients, their families, carers (formal and informal), healthcare professionals, researchers and industry to consult



Your search ends here!

Keep reading for honest, straightforward and reliable advice about urinary (bladder) and faecal (bowel) incontinence.

Start now >

Learn more >

To help us direct you to the most relevant information, please answer the following questions:

Question 1 of 3

What is your main reason for visiting us today?

I have been diagnosed with incontinence

My child has incontinence

I am a teen with incontinence

I care for someone with incontinence

on any topic related to bladder and bowel leakage.

The variety and wealth of knowledge on the platform is amazing. We have scoured the globe for precise and trustworthy information and, of course, obtained the necessary authorisations to use it for the platform.

After the initial launch in English during MedTech Week, the platform will be translated in six additional languages: Spanish, French, Italian, German, Dutch and Polish.

Developing this project has been a mammoth undertaking, but we have worked with inspired and inspiring people to bring this idea to life.



# Medtech in a time of crisis

How the COVID-19 crisis changed  
my perception of the medical device  
regulatory framework



**Kyun Thibaut**  
Managing Director, COVARTIM

**F**rom February to May 2020, while fighting the coronavirus, Belgium faced a shortage of medical devices. Not only were health professionals running out of masks, but hospitals were also low on closed-loop aspiration systems, swabs, connectors, valves, and so on.

I was a member of multiple task forces, operating at federal and private levels, seeking solutions. We were confronted with a challenge: there was simply not enough time to follow the classic process to launch a new product on the market.

However, no matter how bad the situation is, regulations and rules are to be followed to ensure safety and performance of any new medical device. Up to that point in time I had believed the regulatory framework was inflexible; I was wrong.

On top of EU recommendations to allow the temporary usage

of non-CE marked devices, Belgium introduced a special framework to give hospitals access to new solutions that had not followed the traditional regulatory pathway.

This scheme allowed the delivery of products in record time and we believe this was decisive at the peak of the crisis. During the pandemic, CE marked products were of course still circulating, but there were other products circulating alongside them. Products which entered the market via emergency procedures will need to either disappear or undergo CE marking once the crisis passes.

I am sure that with a strong government willingness to develop sustainable local production capabilities of some critical medical devices, new stakeholders will emerge to help our country to prepare in the future.



# Pandemic podcast special

Popular medtech podcast launches special edition: MedTech in a time of COVID

**T**he COVID-19 pandemic has had a profound impact on our lives. What specific challenges has it had on patients, healthcare and the medtech industry? That question was the focus of a special episode of Medtechpodden – the Swedish Medtech podcast – released during MedTech Week 2020.

The new episode of the popular podcast looked specifically at three medtech sectors: orthopaedics, assistive technology, and personal protective equipment (PPE). Earlier episodes in the series were re-launched during MedTech Week while the new instalment was shared on Twitter and LinkedIn.



Medtechpodden was first launched in 2019 to mark the 50th anniversary of Swedish Medtech and is of interest to people in the industry as well as healthcare professionals, journalists, opinion leaders and the wider public.

It explores medtech from all angles and discusses topics ranging from Swedish healthcare to innovation and patient safety. With an eye on the latest trends shaping the sector, the new episode on COVID-19 was bound to be a hit – and is still available online for free.



# Swedish Medtech Summit 2020

All-star line-up of expert  
speakers ensured strong interest

**T**he state-of-play in the battle against COVID-19, the impact of the pandemic on patients, and medtech procurement in a time of crisis – these topics and more featured in the Swedish MedTech Summit 2020, which took place on 15 October in Stockholm.

The digital event was supported by a social media campaign on Twitter and LinkedIn, helping to generate online attention. But the big attraction for attendees was the Summit's line-up of leading speakers.

Experts – including Anders Tegnell, Sweden's high-profile State Epidemiologist – shared their experience and knowledge on how the country has handled the coronavirus pandemic. And, as countries across Europe navigated fresh waves of COVID-19 outbreaks, experts looked at how to rebuild the healthcare system and get back to a "new" normal.

The half-day event attracted Swedish MedTech member companies and network partners, along with healthcare professionals, politicians, journalists and opinion leaders. At a busy time, and despite a range of online events to choose from, the conference showed that high-profile speakers can be a magnet for audiences.



# The heart of a champion

**Pole vaulting is Katharina Bauer's passion — or as she says, “her big love”**



**Katharina Bauer**  
Patient Advocate



**T**he professional pole vaulter, Katharina Bauer, loves what she does. However, there was a time when Katharina was unsure whether her heart was up to the challenge.

As a child, she was diagnosed with a condition that caused her heart to have a perilously high number of beats. While a healthy human heart beats about 100,000 times a day, by the age of seven, Katharina experienced 6,000 extra beats daily.

In 2009, she underwent her first heart surgery. Her condition eventually worsened to 18,000 extra beats per day, leading to a second heart surgery eight years later.

Despite these challenges, Katharina continued to compete as a professional pole vaulter and won a gold medal at the 2018 German Indoor Athletics Championship. At a regular health check after the event, her doctor detected another type

of abnormal heartbeat — one Katharina learned can cause ventricular fibrillation and sudden cardiac death.

The next day, she made the decision to get a subcutaneous implantable cardioverter-defibrillator (S-ICD). It monitors Katharina's heart and sends an electrical shock if it beats abnormally fast, protecting her from sudden cardiac arrest.

With continued medical supervision, Katharina returned to training, describing her defibrillator as a guardian angel. Less than a year later, she returned to the German Indoor Athletics Championship and won a silver medal.

As she trains to qualify for the next Summer Olympics and become the first Olympian with a defibrillator to compete, Katharina no longer fears for her heart. “I turned it around,” she explains. “There is no need for fear as long as you feel that fire inside.”



# COVID-19 and the digitisation of healthcare

When the COVID-19 pandemic hit, the healthcare sector rose to the challenge.



Hani Abouhalka

Company Group Chairman, Johnson & Johnson Medical Devices Companies EMEA



Over the past year, we've seen organisations, large and small, quickly shift or scale to develop solutions to address the needs of patients and hospitals.

Many digital solutions have been well documented in mainstream media, such as telehealth and Artificial Intelligence (AI). Addressing the need for patient follow-up and monitoring when they couldn't get to the hospital or were too afraid to, remains critical.

But other innovations haven't received the same attention, despite their incredible impact. I've observed three areas in particular that deserve to be highlighted.

**Digital workflow systems:** hospitals in Italy and the UK quickly adopted a COVID-19 digital surgical workflow platform to support surgical teams in the operating room. The platform has enabled them to efficiently onboard new team

members during the pandemic, to provide the best possible outcomes for patients.

**The digitisation of education:** the Johnson & Johnson Institute, a training and learning centre for healthcare professionals, rapidly expanded its education ecosystem with the development of a new COVID-19 Community Hub.

**Supply chain innovation:** to avoid unnecessary stockpiling, we used data science to monitor typical order patterns and flag major deviations, alerting supply chain professionals to investigate further.

I could not be more inspired by how the industry is coming together, in partnership, to make sure we have safe environments in hospitals and serve our patients in a different way using technology.



# Drug + devices = new era

## Shaping regulations on new combinations of medical products

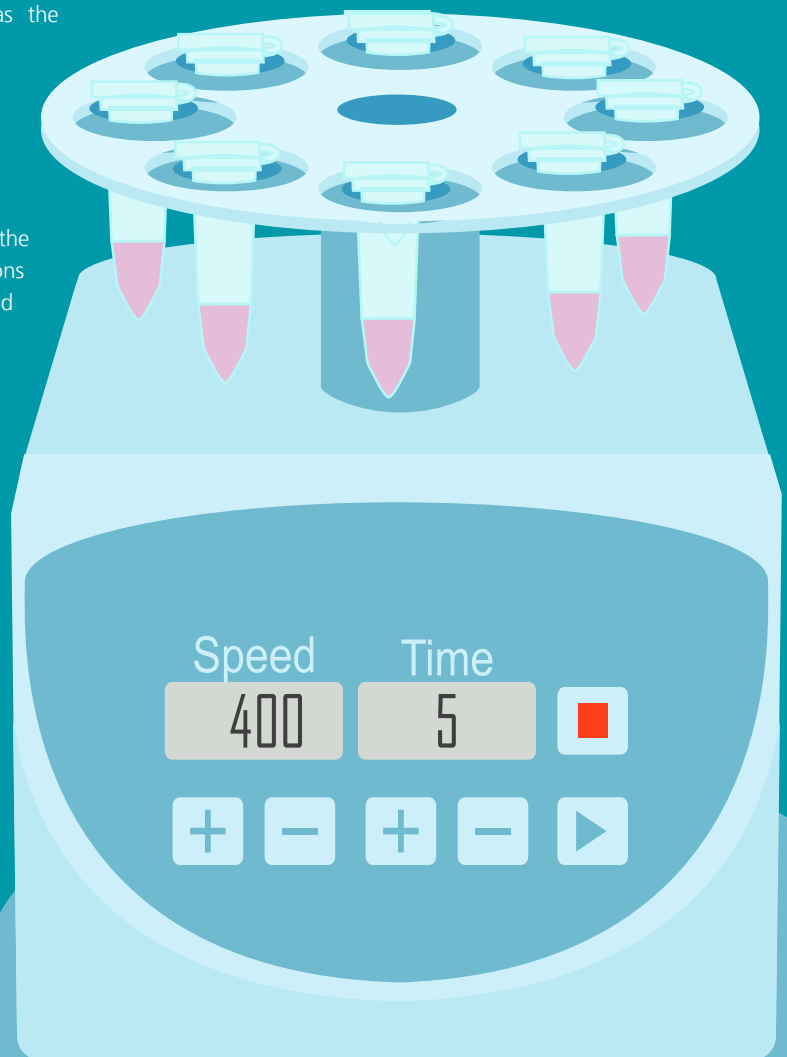
**T**he traditional lines between categories of healthcare products are blurring. Combinations of medical devices and pharmaceuticals are increasingly important, companion diagnostics are optimizing medicines' impact, and digital tools are opening a new era of possibility.

With these exciting innovations come fresh questions about how combined products should be regulated. This was the focus of a webinar hosted by Swiss MedTech and the Medtech & Pharma Platform (MPP) on 14 October. The online event was part of a series entitled MDR@noon which offered insights into regulatory issues facing the medical device industry.

The webinar on drug-device combinations explored the latest developments in European and Swiss regulations for combined products, as well as the opportunities and challenges that lie ahead.

According to experts, industry associations can make an important contribution to ensuring that the regulatory framework guarantees both patient safety and appropriate access to innovation. However, understanding the relevant regulations affecting various classes of product is essential to shaping how regulations are developed and applied.

The event focused on current regulations on drug/device products and discussed industry players' role in engaging with regulators and others to ensure this innovative field is well regulated.





# Diabetes tech: a history of innovation

Technologies available to monitor and manage diabetes have significantly advanced



**W**hen I was first diagnosed, it was really hard to get me excited about diabetes tech,' said Stephanie Haack from Germany. 'Today, more than 11 years later, advancements in diabetes tech fascinate me more than anything, and I love trying new equipment.'

Stephanie's testimony was just one of several personal stories from people living with diabetes shared online during MedTech Week. Her story was part of a series of social media messages posted by Ascensia Diabetes Care on Twitter, Instagram and LinkedIn. The campaign focused on how medtech innovation has advanced since their diagnosis and could shape the future of diabetes management.

People with diabetes reflected on how the field has changed since their diagnosis. Looking back over several years – and sometimes decades – the testimonies portrayed a sector where innovation has greatly improved people's lives. In doing so, it illustrated the progress that has been made and generated optimism about further advances on the horizon.

The burden of diabetes is growing in Europe, reinforcing the need to monitor and manage the condition effectively to reduce the risk of complications. The need for patient-centred innovation is stronger than ever, with people looking for solutions that make their lives easier.

'I want tech to make life with diabetes easier,' said Stephanie. 'I don't want to play around with a million little features. I don't want to log and analyse lots of data manually. What I want is to put less time, energy and brainpower into my diabetes management. Less diabetes. more living!'



# ‘Treating the whole patient’

Young people with diabetes will benefit from a wave of innovation

**C**hildren and adolescents living with diabetes were in the spotlight during MedTech Week, thanks to a social media campaign and an educational event hosted by Dexcom. The company also contributed to a positive conversation on technology and type 1 diabetes on Times Radio, a national UK radio station.

The publicity campaign highlighted the role of medical technologies in the future of diabetes management, putting the focus on innovations such as real-time continuous glucose monitoring (CGM).

To engage with healthcare professionals, Dexcom led a webinar on the medical and psychological aspects of CGM at the annual conference of the International Society for Pediatric and Adolescent Diabetes (ISPAD) on 15 October.

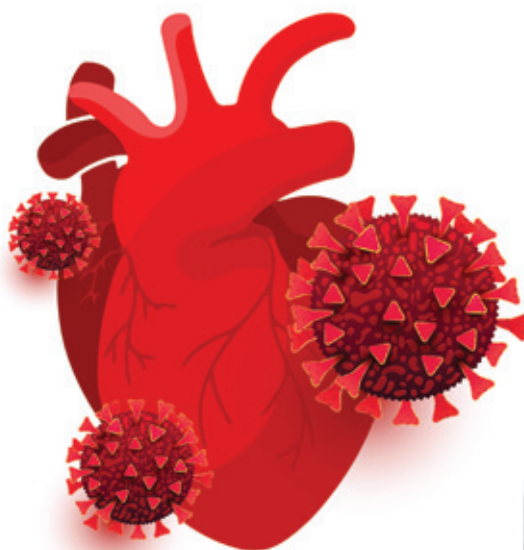
Speakers Jill Weissberg-Benchell, Professor of Psychiatry and Behavioral Medicine, and Anita Swamy, Assistant Professor of Pediatrics Endocrinology of Chicago's Northwestern University Feinberg School of Medicine, emphasised the importance of treating the whole patient when introducing this technology to a young person's diabetes treatment regimen. They also highlighted how young people and their families can benefit from a multidisciplinary approach to ensure successful and sustained use of this technology.

Thanks to innovation in how their condition is managed, young people with diabetes have a brighter future than ever.





# COVID-19 hits heart health



Older people with cardiovascular disease  
have been hit by COVID-19 on the double

**It is now well known that older cardiovascular patients who contract COVID-19 are at an elevated risk of severe complications and mortality. Additionally, there was a notable reduction in cardiovascular procedures during the pandemic either because of patient fear or the postponement of procedures.**

This was among the key thoughts shared by Jean-Luc Lemerrier, Corporate Vice-President, Middle East, Africa at Edwards Lifesciences at a Friends of Europe event held during MedTech Week.

The virtual State of Europe conference, which featured speakers from across industry and civil society looked at the future of healthcare systems. It was an opportunity to think of both the direct and indirect impacts of the pandemic and emphasize that older people should prioritize a life-saving cardiovascular procedure over a fear of COVID.

Heart health was also the focus of a series of social media posts coordinated by Edwards Lifesciences, where social media ambassadors shared content to raise awareness of medical technologies.



# Opportunities for life

Medtech careers appeal to those keen to make a difference in the world

**T**alented, innovative thinkers expect a lot from their career – and they are right. People want a sense of achievement, to know that their work changes people's lives, and to be part of dynamic teams where bright ideas are rewarded.

The medtech sector offers all of this and more. Of course, in a global competition for talent, the industry must strive to showcase the wide range of exciting career opportunities available and highlight how medical technologies help patients all over the world.

During MedTech Week, Thermo Fisher Scientific published an interview with Noel Brown, Senior Director, Global Talent Attraction & Acquisition. He discussed the challenges that the life sciences sector faces in recruiting top talent. The goal was to help potential applicants understand how the life sciences industry is evolving.

'What's driving us every day is the feeling that there is a meaning to our work over and beyond the reward of the pay-check,' he said. 'We now see more people that are framing their careers in a different light. Many people that work in roles outside of typical life science areas are now considering this industry for the first time.'

Not only is the medtech sector at the heart of the global response to COVID-19, but it is also on a mission to make the world healthier, cleaner and safer. No wonder the industry is fast becoming a magnet for talent.

The event focused on current regulations on drug/device products and discussed industry players' role in engaging with regulators and others to ensure this innovative field is well regulated.



**'What's driving us every day is the feeling that there is a meaning to our work over and beyond the reward of the pay-check.'**

Noel Brown, Senior Director, Global Talent Attraction & Acquisition  
Thermo Fisher Scientific

# Delivering on the promise of digital health

Citizens are key players in the digital transformation of health. Together, stakeholders can resolve the tension between enthusiasm for technology and concerns about privacy and security



**Bleddyn Rees**

Deputy Chair, All Policies For a Healthy Europe



**D**igital health has been around for decades. However, its true potential to improve citizens' health and well-being has recently reached a greater level of general awareness.

I believe all stakeholders – including policymakers, patient representatives, healthcare professionals and the private sector – should focus their work on tailoring the development of digital health to citizens.

We need to do three things.

**First**, we need to foster citizens' digital health skills. The new European Digital Education Action Plan will be a step in the right direction.

**Second**, the development of a trustworthy and efficient European Health Data Space is vital to get citizens on board.

**Third**, citizens should be able to understand how and why Artificial Intelligence (AI) is used to care for them, while healthcare professionals should be equipped with the right skills to use AI and explain its benefits clearly to their patients.

Moreover, earning the trust of citizens will only be possible if the use of AI is based on strong ethical guidelines.

I am convinced that to build a more resilient Europe, citizens should be given the means to reap the full potential of digital health solutions. MedTech has a crucial role to play in this process. The industry should view this as an opportunity.



# Digital health technology is changing elderly care

The infrastructure and readiness to integrate DHT more into elderly care has grown with no sign of slowing down



**T**he future of caring for older people will be more person-centred, community-based and digital. Readiness to integrate digital health technologies (DHT) into elderly care has grown in recent years, helping to bring care within more people's reach – especially for those who are most isolated and care-dependent.

**'Today's digital health technologies are able to spot changes in an elderly person's health and care requirements, allowing the elderly themselves and caregivers to react sooner and more accurately.'**

Axel Nordberg, Essity Global Brand Director



During MedTech Week, Essity brought together a panel of five experts in elderly care to share what they believe are some of the key trends, challenges and opportunities around DHT use in elderly care across Europe today. 95 people attended the virtual event on the 14th of October.

The panel discussion explored how digital health technologies are changing everyday elderly care, noting that we are just at the beginning of a new era in digitally enabled care. Technologies that monitor wellbeing predict illness and support the elderly and their caregivers will make the best use of available resources, it was widely agreed.

'Today's digital health technologies are able to spot changes in an elderly person's health and care requirements, allowing the elderly themselves and caregivers to react sooner and more accurately, with the potential to even predict and prevent some health and care issues,' said Axel Nordberg, Essity Global Brand Director.

The panellists concluded that these are exciting times for the use of digital tools in elderly care, with many possibilities and opportunities for it to enhance the quality of care provided, and to improve elderly persons' overall quality of life.



# Accelerating AI adoption

**AI is well-suited to healthcare – let's play our part in unlocking its full value for patients**



**Ernesto Nogueira**  
Founder and CEO, ValueConnected

In recent years, Artificial Intelligence (AI) has become part of our daily lives. From having our smartphones interpreting voice commands, to receiving movie recommendations based on our activities, we have been living with AI for quite some time now.

AI can play a significant role when we are faced with large amounts of data that require timely decisions. Sounds perfectly suited to healthcare, right?

Most of us will agree that we must consider patient value as the number one quest for any healthcare system: hence, whatever makes the patient better, should be considered for implementation and use by the healthcare systems.

However, the same barriers that impair access to medical innovations also exist for AI in healthcare.

In parallel to the clinical aspects, payment mechanisms have a tremendous impact on the adoption of technologies and processes. Put simply, we must identify who is going to pay for medical technology if we plan to launch it into a certain market. And the same applies to AI.

While healthcare is a highly innovative industry, it remains conservative. We, in the medical technology industry, have a responsibility to accelerate the availability of innovation for providers, professionals, and patients.

Let's commit to taking on the challenge of quantifying the value of AI in healthcare. Together we must determine which payment, funding, and reimbursement mechanisms are needed to bring AI benefits to patients as quickly and efficiently as possible.

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 **MedTech Europe**  
from diagnosis to cure

# Tips on getting ready for Eudamed

The database will go live in May 2021, but many companies are in a race against time



Lionel Tussau

Director Strategic Industries, atrify

**E**udamed, the European Unique Device Identification (UDI) database, is a crucial element for compliance with the EU Medical Devices Regulation (MDR) and the EU In Vitro Diagnostics Regulation (IVDR).

Based on my experience working with a significant number of device manufacturers who tested the previous Eudamed 'playgrounds', I'm happy to share some tips on becoming compliant with Eudamed requirements.

**First**, you learn by doing. In this case, that means testing early to identify issues and, most importantly, making the needed corrections in time.

**Second**, the devil is in the detail. Manufacturers' internal systems are missing nearly 60% of the information required for Eudamed. Companies usually do not discover this until they use the database.

**Third**, I understand that every company is unique, and you will need time to discover and address your own challenges. However, it is never too soon to understand the submission process and

quality requirements of Eudamed by submitting items to the test environment.

I have one last piece of advice: your strategy to comply with MDR and Eudamed needs to be part of an overall global UDI compliance strategy.

Time is always shorter than you think and the Eudamed learning curve is steep. However, compliance is achievable with the right strategy, community engagement, and partners. Together, we can achieve the ultimate goal of the MDR: increased patient safety.

## What is Eudamed?

Eudamed is the European Databank on Medical Devices. It's a secure, web-based portal that acts as a central hive for the exchange of information between national competent authorities and the European Commission. Eudamed was created with the purpose of strengthening market surveillance and transparency with regards to medical devices placed on the European market, by ensuring the effective collection and visualisation of all relevant information.



The MedTech Week Magazine  
is also available online

Check it out  
**[www.medtechweek.eu](http://www.medtechweek.eu)**



# The digital transformation of cancer care

**New Digital Health Network will focus on embracing new and existing digital tools**



**Mike Morrissey**

Chief Executive, European Cancer Organisation

**T**he advance of digital technology continues to revolutionise all our lives on a seemingly ever-increasing basis. The provision of cancer care is no different.

I believe opportunities abound to improve practice in all areas of cancer care through better deployment of technology.

However, I also know that doing this in an effective and cost-efficient manner is no easy feat. Careful consideration is required with respect to avoiding implementation pitfalls, sharing best practices, and the overall vision of the future of cancer care we want to achieve together.

With this in mind, the new Digital Health Network of the European Cancer Organisation will aim to assist the European cancer community and policymakers in navigating

the challenges of digital cancer care and maximising its possibilities.

Network participants have identified three initial priorities for us to focus on. We will set out to define and promote research needs, and to seek to provide a platform for promoting approved education opportunities for healthcare professionals on digital health. We are also determined to identify and respond to relevant policy initiatives at the EU level.

Let's use MedTech Week as an opportunity to think about the potential positive impact of technology on cancer care, adding momentum to the new Digital Health Network. Only by working together can we identify a sustainable path to cancer care's digital future.



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# The MedTech Week

Showcasing life changing technologies across Europe

MedTech Europe is the European trade association for the medical technology industry including diagnostics, medical devices and digital health. It encourages policies that help the medical technology industry meet Europe's growing healthcare needs and expectations.

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