



MedC. Partners

Integrated Marketing & Regulatory
Solutions for Success in Healthcare

MedC.Partners' Mission

Founded in 2005 by Corinne Lebourgeois and Marie José Plique, *MedC.Partners* consulting firm is composed of seasoned healthcare executives specialized in strategic and operational services for the healthcare industry and dedicated to assisting innovative medical device companies at all stages.

The *MedC.Partners'* approach enables companies to integrate Marketing, Regulatory and Reimbursement requirements specific to their environment and key to their success. *MedC.Partners* acts as a true interface between companies and their environment in order to facilitate the fastest possible entry to market.

MedC.Partners' Environment

Regulatory and Reimbursement are integral and critical elements of healthcare companies in the European market and can no longer be managed separately from Marketing.

Companies' development must take into account several stakeholders objectives:

- Authorities in terms of regulation and reduction of healthcare expenditure
- Physicians in terms of innovation
- Patients in terms of information and transparency
- Investors' expectations

MedC.Partners' Clients

MedC.Partners works with:

- Investors on evaluation of business opportunity and due diligence
- Start-ups on product development, pre-market analysis, quality system design, fund raising
- Established businesses on market expansion and strategic alliances
- Pharmaceutical companies on medical devices and combination products

MedC.Partners' Solution

MedC.Partners provides a global solution to enter markets and develop business. Their clients can integrate Marketing, Regulatory and Reimbursement requirements as key elements of their business strategy.

MedC.Partners develops an exclusive approach which enables their clients to:

- Take into account all the key factors from the first stages of product development
- Accelerate access to the European market
- Determine the most suitable markets and identify distributors
- Generate better financial results more quickly

MedC.Partners' Work Approach

MedC.Partners favors pragmatic methods adapted to each business case:

- Evaluation of the current situation according to the MedC.Partners' approach
- Specific action plan in order to accelerate access to European markets, optimize penetration and save time to generate revenues
- Assist with the implementation of actions either as an external resource or by providing training and coaching to company members

MedC.Partners undertakes to prioritize:

- Flexibility and proximity with their clients
- Full personal involvement

Our Main Goal: the Success of Your Company!

MedC.Partners' Fields of Intervention

Business and strategic evaluation

- Project assessment
- Business opportunity
- Due diligence

Product development plan

- Product concept testing
- Assess the need for clinical data
- Regulatory requirements
- Reimbursement strategy

Strategic and marketing consulting

- Market research and survey
- Market potential and revenue forecasts
- Competitive intelligence
- Product positioning and pricing
- Marketing and communication strategy
- Business and marketing plan

MedC.Partners' Consultants Network

- Clinical and economic studies
- Medical publishing

Operational marketing and distribution

- Market preparation and pre-launch
- Product launch and promotion
- Sales forces training
- Distributor management

Regulatory Affairs

- Quality system certification
- CE marking, FDA approval
- Cost-effectiveness studies
- Reimbursement dossiers
- Authorized representative for Europe

Personalized follow-up

- Help Line
- Analyze impact of changes in Healthcare systems on company business
- Technical support of regulatory duties
- Improvement plans

- Financial and administrative management
- Healthcare communication & direct-to-consumers

MedC.Partners' Experiences Dedicated to Your Project

MedC.Partners joins together a team of professionals with complementary and recognized experiences in the healthcare business: Ethicon, Ethicon Endo-Surgery and Mitek (J&J), Medtronic, B.Braun, WL Gore, Boston Scientific, SMEs, G-Med/LNE and involvement with SNITEM and EUCOMED.

MedC.Partners covers a large spectrum of specialties and in particular: conventional and laparoscopic general surgery, cardiac surgery and MICS, interventional cardiology and neurology, urology and gynecology, diagnostic, sport and aesthetic medicine with a specific experience in single use, implantable and energy-based devices.

US based experience with start ups and large corporations.

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Business unit and marketing management, regulatory affairs and quality assurance, reimbursement

Corinne Lebourgeois, BSc, MBA – clb@medcpartners.com

Product development, marketing management, business development, relations with investors

And a highly skilled team of consultants sharing your objectives

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