

www.medcpartners.com

MedC.Partners is a consulting firm specialized in the medical device industry that offers integrated regulatory, reimbursement and marketing solutions to facilitate entry into the European market.

Founded by Corinne Lebourgeois in Cheseaux and Marie-José Plique in Paris, MedC Partners is specialized in assisting innovative medical device companies through all stages of product development to European market introduction. From the initial strategic evaluation to CE marking, quality system certification and reimbursement files, MedC Partners is comprised of seasoned executives who have built medical device markets in Europe from scratch to multimillion dollar successes. MedC Partners also works with VC and private equity on due diligence.

Are you willing to ...

- Stay on the leading edge of new developments in a particular functional area?
- Overcome the "silo" mentality that prevents your organization from finding cross-functional solutions to complex, enterprise-wide problems?
- Develop critical leadership competencies and perspectives in your key executives?
- Assure that your next generation of leaders has the skills and knowledge to ensure a seamless succession?
- Blend corporate cultures as the result of a merger, acquisition or consolidation?
- Expand the business skills and perspectives of promising technical professionals?
- Rally and unify your organization's leadership behind a new, enterprise-wide initiative?

you need an Inartis custom solution

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Executive education

medtech
the big picture

A TWO-DAY PROGRAM FOCUSED ON THE REGULATORY,
REIMBURSEMENT AND MARKETING ASPECTS OF THE
MEDICAL DEVICES TODAY

Discover
Design
Deliver
Deploy



medtech the big picture

COURSE OBJECTIVE:

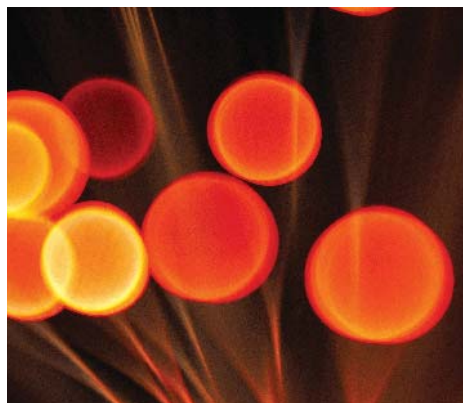
Provide professionals with a good understanding of the development steps for a medical device, how regulatory, reimbursement and marketing constraints are at play in the device development, what are the costs and time involved, with the extensive use of real-life cases.

DESIGNED FOR:

Engineers, project managers and scientists involved in medical device projects will gain a general knowledge of the non-technical aspects of medical devices. Marketers, business developers and investors will get an overview of the development process and its constraints.

TAKE AWAY:

A 2-day overview of essential aspects of medical devices development, covering regulatory requirements, reimbursement constraints, marketing considerations. The course is based on the direct application of the proprietary MAP Strategy method on participants' projects. The attendees will acquire a good sense of what resources and time are needed to carry out a medical device project. They will become familiar with the regulatory, reimbursement and marketing environment of their project.



LEARNING EXPERIENCE:

THIS COURSE WILL PROVIDE AN OVERVIEW ON THE CRITICAL ELEMENTS TO SUCCESSFULLY MARKET MEDICAL DEVICES:

DEVELOPMENT STAGES: FROM THE IDEA TO THE MARKET:

- TIMING OF A DEVICE DEVELOPMENT
- CLASSIFICATION OF DEVICES
- REGULATORY
- REIMBURSEMENT
- WHAT MAKES A DEVICE SUCCESSFUL
- EUROPEAN MARKET CHARACTERISTICS
- HOW IS THE US MARKET

WHAT ARE TODAY'S HOT TOPICS
IN MED TECH

Program Focus

DAY 1

Day 1 is focused on the introduction to medical devices and an overview of their regulatory and reimbursement environment. Specific medical device projects (case studies) will be selected and utilized in workshops throughout the day. One outside speaker from the device industry will talk about regulations in Europe.

Start of day 1: 9:00 am
End of day 1: 17:30 pm

DAY 2

Day 2 is a continuation of Day 1, and will expand on the reimbursement of medical devices through workshops using the same case studies as in Day 1. The marketing aspect of the devices will be covered, with the contribution of another outside speaker from the industry. Day 2 will be finalized with the presentation by each workshop group of their case study and recommended strategy for development.

Start of day 2: 8:30 am
End of day 2: 16:30 pm

ROUND TABLE DISCUSSION & NETWORKING

At the end of Day 2 the course opens up to the public for a round table discussion over cocktails, with the participation of several investors and experts from the device industry:

Medical device reimbursement in Europe, and its impact on their market access

Cocktails: 16:30 – 18:00 pm



DATES AND LOCATION

May 26-27, 2009
Biopôle Epalinges/Lausanne

Direction see: www.biopole.ch

FACULTY/SPEAKER

Corinne Lebourgeois
Marie-José Moschetti Plique
Véronique Timmermans
MedC Partners Suisse

+ Several industrial experts



REGISTER

Find more information on
www.medcpartners.com

Register to the course by contacting
<http://www.medcpartners.com/brochures>

The course is in English