

**Where are future business
opportunities in medical
technology?**

Halmstad 2012-11-20

CVHI/ Research School
“Entrepreneurship and Health”

SOME PERSONAL THOUGHTS AND ADVICES TO
ENTREPRENEURS IN HEALTH TECHNOLOGY WITH
FOCUS ON MEDICAL TECHNOLOGY PRODUCTS.

NO PERSONAL RESPONSIBILITY FOR ADVICES
TAKEN BY PRESENTER

Be the first

Beijing International Airport 1978



CLARIFICATIONS

- I have lived in the Med Tech world since 1975
- The Med Tech world is diversified
- Experience from one sector might not be of any value in another
- These thoughts are my own. They are not based on scientific studies or literature

Overall

A general truth in all Med Tech markets:

- The good players with knowledge and experience will survive and develop even in a tough market place.
- The amateurs will be killed in a tougher international market

Basic factors

- Health economics are more important than before
- The “hospital” must save money “today”
- The guy that saves the money must earn the saving

For a successful product

- Ease of use
- Clinical documentation and portfolio
- IP and other protection
- Understanding the regulatory process
- Understanding the reimbursement rules
- Understanding the US-market place
- Focus, Focus, Focus

My own philosophy

- The business model is a key
- 15 % better and 15% cheaper is not enough
- One product per customer no after sales is not a winner
- The people with the product is more important than the product.
- From working prototype to sales of 40 MSEK is not less than five years

Last but not least

- Set goals, love your product and **HAVE FUN**

THANK YOU