

2nd Annual Medical Devices Sales and Marketing Conference 2017

28–29 September 2017, Cologne, Germany
Leonardo Royal Hotel

DAY 1

8:00 Registration Desk

9:00 Opening Address from Chairman

9:10 Sales Strategy and Methods

- Development of a product strategy to launch successfully
- New product launches and implementing contracts
- Generating more sales and accelerating the Sales cycle
- The importance of Data Management

9:50 Marketing and Commercial Strategy – Successful Transformation

- Aligning the Organization in a Roadmap for Excellence: Understanding of the current situation and the opportunity for a common long term vision
- Measuring the Return on Investment: Profitability and Market Share as the Key Drivers for Change
- Pilot Quick Wins: Demonstrating to the stakeholders the “hard” short term benefits and the long term potential
- Sustainable Excellence: Pragmatic implementation of Best Practices

Fernando Ventureira, Chief Executive Officer, Strattice Partners Limited

10:30 Networking Coffee Break

10:50 Pricing in the Sales of Consumer Products

- Developing a strategy for the value segment
- Creating and relying on physician brand loyalty
- The efficiency of Price Pressures
- Comprehensive strategies to serve value-oriented customers

11:30 Commercial Strategies – Successful transformations

- Identifying the senior executive (eg, CEO, CMO, or CSO) who will sponsor and embody the transformation and drive it to completion
- Invest in creating a collaborative problem-solving mindset and a strong customer focus to build strong commercial capabilities
- Designing a specific transformation-team structure (clarify roles and responsibilities, and inject new talent to enable the transformation and to demonstrate investment and commitment)
- Developing a communication strategy for sharing the new way of working, celebrating successes and galvanizing leaders to demonstrate commitment
- Track progress through leading and lagging indicators – a critically important step given the longer lead time in delivering marketing and sales impact

12:10 Networking Lunch

1:10 Going Multichannel: Real-Case Implementation of a Multichannel Approach

- Setting up a multichannel model
- Experience building Multichannel lead generation campaigns

- Adding Services: Creating a digital community of physicians and a Customer Clinical Newsletter
Sonia Marin Tomas, Multichannel Group Marketing Manager Europe, Boston Scientific

1:50 From building a businesses in a global company to start your own MedTech company

- Building a division in a global company, what are the challenges
- Starting to build your own MedTech company, what are the challenges
- What are the differences and similarities between the models
- How to obtain buy in from Executive management and from Investors
- Where and how do the Global Strategic and the Start-up come together

Jan Benschop, Chief Operating Officer, Mellon Medical

2:30 Networking Coffee Break

2:50 Product Management, R&D and Customers

- How to integrate R&D and the customer in the development
- Product-Management Structures
- Communication with the customers

Elisabeth De Canniere, Global Account Manager, Xplanation, Benelux & Anita Davenport, General Manager, Xplanation, US

3:30 Evolving your Customer Experience

- Looking through the lens of the customer – how to reconcile the inherent conflicts between selling and buying processes
- Buying journey versus customer touchpoints - how to allocate vendor resources to an increasingly complex buying environment
- Enabling the customer – moving up the CX hierarchy
Carl Williams, Director of Sales, Connect Hearing Group, Sonova AG

4:10 The future of medical devices is software-defined. So what for healthtech marketing?

- The IT-industry moved from hardware-centric siloes to software-defined cloud platforms. The same fate for medical devices?
- How can product management support the move from connected devices to connected care – delivered as-a-Service (aaS)?
- How can caregivers and health authorities make the most of IoT, cloud and connected medical devices while empowering patients?

Gilles Lunzenfichter, VP Sales and Marketing, Medisanté

4:50 Panel Discussion: Different Selling Techniques for Different Products

Ruud Heugen, Gilles Lunzenfichter

5:20 Wrap Up Session

5:30-6:30 Networking Cocktail Reception

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..... DAY 2

8:30 Registration Desk

9:00 Brand Building Tactics & Brand Innovation Rebranding of a 200 year old brand – taking a HARTMANN brand further

- Why rebranding?
- Branding your company internally and externally to build loyalty
- How to focus on being 'likeable': giving a personality to a brand, the importance of emotions
- Executing to get buy-in and acceptance
- How this helps driving the culture change?
- Brand is what your audience says it is

Paula Ljulj, Senior Manager Brand Management, Paul Hartmann

9:40 Marketing Strategy and Methods

- A holistic approach to strategic medical device new product development
- Advancing new product development initiatives through analysis of key metrics
- PEST Analysis
- Product Category Marketing Plan
- Geographic Marketing Plan

10:20 Networking Coffee Break

10:40 Enhancing salesforce efficiency - reinforcement of changes through certification approach in sales training

- Do we still need Sales? – Yes, but different
- Certification approach to qualifying salesforce
- How can we measure results of the sales trainings and certification?

Dr. Tatiana Tarasova, Head of Strategic Sales Development, Corporate Marketing and Sales, TÜV Rheinland

11:20 Content Marketing in medical device world is changing

- Why and How
- Develop a strong campaign prior to launch
- Strategies that deliver higher customer engagement
- The internal value of different content strategies

Thilo Tübler, Marketing Director, Medtronic

12:00 Networking Lunch

1:00 Round Table Discussions:

- Medical Device Distribution Management Standards
Jan Benschop, Stefanie Leschonsky
- Role of Big Data & Technology for Sales & Marketing
Thilo Tübler, Carl Williams
- GAMIFICATION for increased performance and cohesiveness for sales teams

1:40 Reserved for our Gold Sponsor, Vistex

2:20 Networking Coffee Break

2:40 Advertising and Promoting

- Overview of the Regulation of Medical Device
- Compliance and Medical Device Advertising
- Types of Promotional Materials
- Practical Considerations in Developing Promotional Materials
- Comparative advertising and claims of superiority
- Avoiding Off-label Promotion
- Gifts and Promotional Items

Stefanie Leschonsky, Director EMEA Quality & Regulatory Affairs, Ortho-Clinical Diagnostics GmbH

3:20 Product Claim Management: How to systematically create value in a changing regulatory environment?

- How to find relevant clinical, technical or economic claims for my target customers?
- How to secure such claims under the novel MEDDEV Guidelines & Medical Device Regulation?
- How to develop a Product Claim Roadmap and advance product claims also in the post market phase?

Dr. Claus Schaffrath, MD, Consultant and Owner, MD squared

4:00 Changing Regulatory Affairs

- Legal Review of Regulations affecting Service & Support
- Implementing Regulatory Intelligence during the stages of Product Development
- The changing Regulatory landscape for medical devices in Europe
- Steering new product development initiatives with a regulatory mind-set
- Global regulations on digital communications and social media

4:40 Conference Ends and Closing Remarks