Medico Innovation - MedTech Innovation

Dorthe Kjær Pedersen - Medico Innovation
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Cand. Techn. Al., Ph.D., MBA

14 years of research and innovation in life science

- Project management
  - *Medico Innovation*, 2012 - 2014
- Project management
  - *UNIK partnership*, 2010-2012
- Concept development
  - *FOSS*, 2004-2010
- Chemometrics
  - *FOSS*, 2002-2004
- Multivariate data analysis, Ph.D.
  - *Royal Veterinary and Agricultural University*, 1999-2002
Introduction of the Danish medtech industry

- High level of specialization & fragmentation in the industry
- Strong workforce with both technical and medicinal disciplines involved
- Broad range of products in the industry
  - Ranging from patches to wheelchairs and from peace makers to artificial knees.
- The Danish medtech industry employs 20,000 people in Denmark alone, and another 20,000 abroad
- The public healthcare system and its five regions are the biggest customer of medtech industry products. 6% of total healthcare costs spent on medical devices in DK.
- Other primary costumers are municipalities, private hospitals and private consumers such as citizens.
Companies

• The Industry contains a handful of multiple global companies, numerous small companies and many start up companies. About 70 % of companies have fewer than 50 employees.
• About 220 companies are devoted to the different fields of the medtech industry.
• More than 1,000 companies deal with medtech products to a greater or lesser extent.
• The industry has a few but major players that account for the primary turnover.
The largest companies within the medtech field

- Oticon
- Coloplast
- Unomedical
- GNI ReSound
- WIDEX
- Novo Nordisk
- B&K Medical
- Ambu
- Cook Medical
- Radiometer
Diagnostics
Radiometer, Ambu, B-K Medical, Dako, Exiqon, Advandx, Atonomics
- Various diagnostics kits, blood analysis equipment, ultrasound scanners and bioinformatics diagnostics.
- Strong capabilities within a broad area of engineering and medical disciplines
- A large knowledge base in diagnostic equipment with a strong foundation in both the corporate sector and in universities

Hearing Aids
Oticon, Widex, GN Resound, Phonak, Phonic Ear, GN Otometrics, Pulse
There are only seven corporations, but the Danish hearing aid industry has captured 40% of the global market. This is because Denmark has a long-standing tradition in developing sound technology and an innovative private industry. The offset of the industry however, was based on a public subsidy model as hearing aids became a publicly paid device in 1951.
Companies and products

Disposables
Coloplast, Cook Medical, Novo Nordisk, Dansac, Thermo Scientific, SCA Hygiene Products, Convatec, Continence Care

- Disposables is the largest medtech area in Denmark, accounting for 40% of total companies in the Danish medtech industry. Of the 20 largest companies, half produce or distribute disposables. Disposables include products such as syringes, needles, wound-care products and single-use devices.
- Exceptional ability to listen to the end-users and translating their needs into state-of-the-art products – one example being Coloplast’s Conveen Optima that won the PharmaPack Award for its innovative packaging and functionality.

Assistive Technology
Convatec, Sahva, Borringia, Ergolet, HMN, Invacare

- Denmark has a strong international reputation for assistive technology, with products characterized by their design, functionality, quality and user-friendliness. Assistive technology includes products such as wheelchairs, beds and implantable devices that restore functionality to patients with nerve damage.
- A pioneering position within the elderly and disabled sector with a socio-political will to ensure equal opportunities for all.
- User influence as a natural and vital element of the development and production strategy.
Scion DTU Science Parks

Scion DTU Hørsholm
- Well established R&D companies
- Largest biotech cluster in Denmark
- Conference centre Soehuset
- 80 companies, 3,000 employees
- 160,000 m²

Scion DTU Lyngby
- Growth incubator at the university campus
- Focus on university collaboration
- Full service concept
- 120 companies, 700+ employees
- Skylab – prototyping work space
- 25,000 m²

COBIS - Copenhagen Bio Science Park
- Dedicated biotech science park
- In the heart of the Danish biotech region
- Joint venture with Symbion Science Park
- 50 companies
- 11,000 m²

The Green Entrepreneur House
- Incubator dedicated to green solutions
- Close relation to DTU Risø Campus
- Access to test facilities
- 150,000 m²
200 Companies

18 % ICT
- Kontron
- Blueposition
- National Instruments
- MobilAB
- Software
- Delta

11 % Cleantech
- Vestas
- DHI
- LM Wind Power
- Aquaporin

46 % Life Science

25 % Other Hightech
- Siemens
- Codeon
- E Power
- Flex Acoustics
- DGC
- Delta

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200 Companies
Medico Innovation - an innovation ecosystem

• Innovation Network for the Danish MedTech Industry
  – Researchers
  – Professionals from the industry
  – Health care employees

• Partners:

• Funded by:
Main Activities

• Project facilitation between stakeholders
• Access to and use of testing facilities
• Competency development - training and courses for medtech start-ups (regulatory, business models, marketing, etc.)
• Thematic networks and matchmaking (Medico Bazar)

• A low key, techie fair of medtech research projects and innovations - Non commercial

• Goal is to spread the knowledge about what is going on within the Danish medtech field – between academia, industry and healthcare professionals

• Exhibitors are researchers, start-ups, and established companies

• Visitors are industry, researchers, students, healthcare professionals, VC’s and the media
Health tech innovation ecosystems in Denmark

MedTech Innovation
Medical devices

Welfare Tech
Assistive technology

Biopeople
Pharma & biotech
Thank you!

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