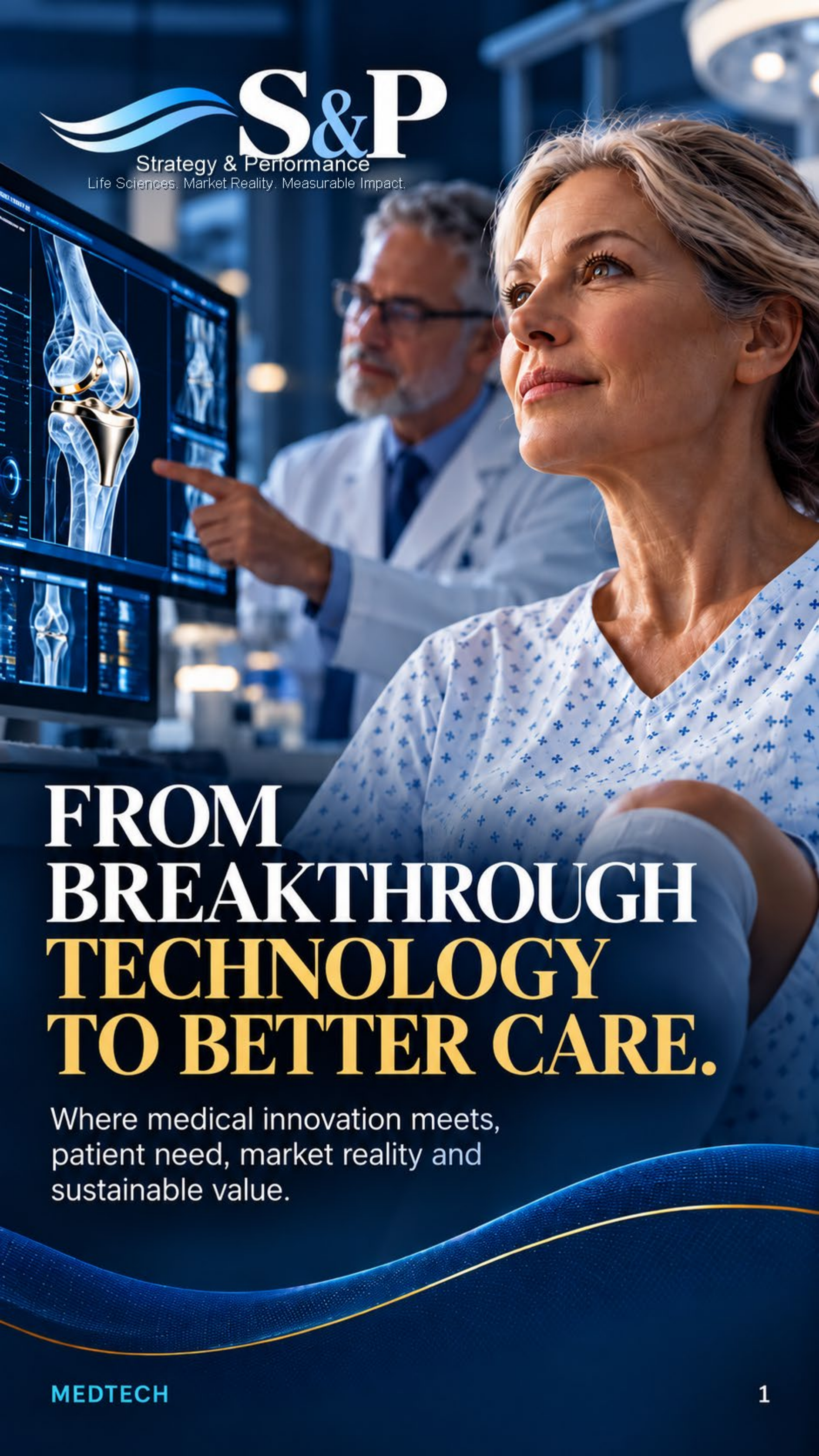




FROM BREAKTHROUGH TECHNOLOGY TO BETTER CARE.

Where medical innovation meets,
patient need, market reality and
sustainable value.

A BREAKTHROUGH IS NOT YET A MARKET-READY SOLUTION.

Prove the benefit. Validate the pathway.
Build clinical confidence.



Clinical evidence

Demonstrate meaningful clinical benefit.



Safety

Confirm safety and risk mitigation.



Regulatory readiness

Navigate MDR, IVDR and global requirements.



Workflow integration

Enable real-world use and operational fit.



Adoption

Drive clinician and patient adoption for lasting impact.

Technology becomes value when
**evidence, compliance and practical
use come together.**

THE PATIENT NEED IS THE STARTING POINT. **NOT THE TECHNOLOGY.**

Technology creates value only when it solves a meaningful medical problem.



**Patient-centered innovation creates
relevance, adoption and value.**

FROM ISOLATED DEVICES TO INTELLIGENT CARE ECOSYSTEMS.

Sense. Connect. Interpret. Intervene. Learn.



Sensors



Closed-loop
systems



AI diagnostics



Remote
monitoring



Telemedicine



Interoperability



Interoperability transforms
devices into care solutions.

CLINICAL VALUE NEEDS A PATHWAY TO REIMBURSEMENT.

Medical benefit. Economic evidence. Market access.
Commercial adoption.



Clinical
benefit



CLINICIANS



HOSPITALS



PATIENTS



Economic
evidence



Pricing



MEDTECH
COMPANY



PROCUREMENT



REGULATORS



Reimbursement
logic

e.g. G-BA, DRG,
DiGA, private payers



PAYERS



ADOPTION



Adoption

Market success depends on **access, pricing logic**
and a credible value story.

GREAT TECHNOLOGY NEEDS GREAT EXECUTION.

The right strategy. The right leadership. The right market.



Not more
innovation activity.
**More measurable
market impact.**

APPROVAL IS A MILESTONE. ADOPTION IS THE BUSINESS.

A development asset must navigate the correct regulatory route and establish an economically credible pathway to real-world adoption.

Biotech / Biopharma



MedTech / Diagnostics / Digital Health

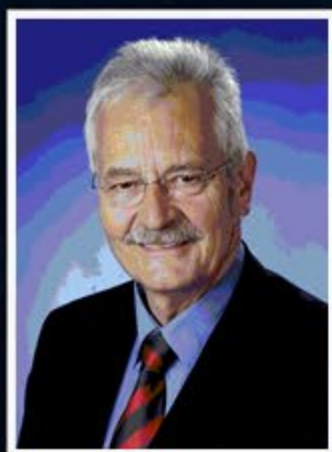


The right pathway determines
both timing and value.



Strategy & Performance
Life Sciences. Market Reality. Measurable Impact.

LET'S TURN MEDTECH POTENTIAL INTO MEASURABLE VALUE.



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