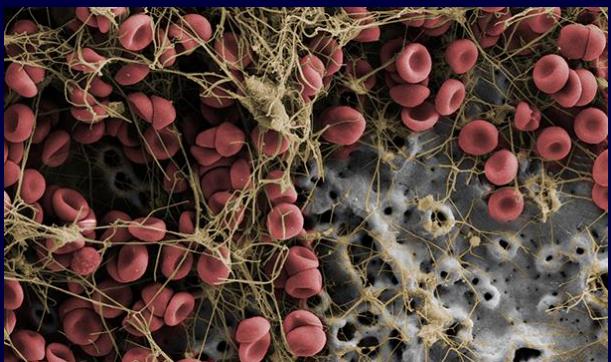




50389469830928508196709
92873492873864605071698
34850937498730827509
3482208162943816298



Marcel J. Scacchi

MSc, MSc, BBA



To...
Cc...
Bcc...
Subject: New Market A

Dear Daddy

Natives do not wear shoes.
There is no market here.

Yours, A.

shoe

To... senior@shoe-manufacturer.ch
Cc...
Bcc...
Subject: New Market B

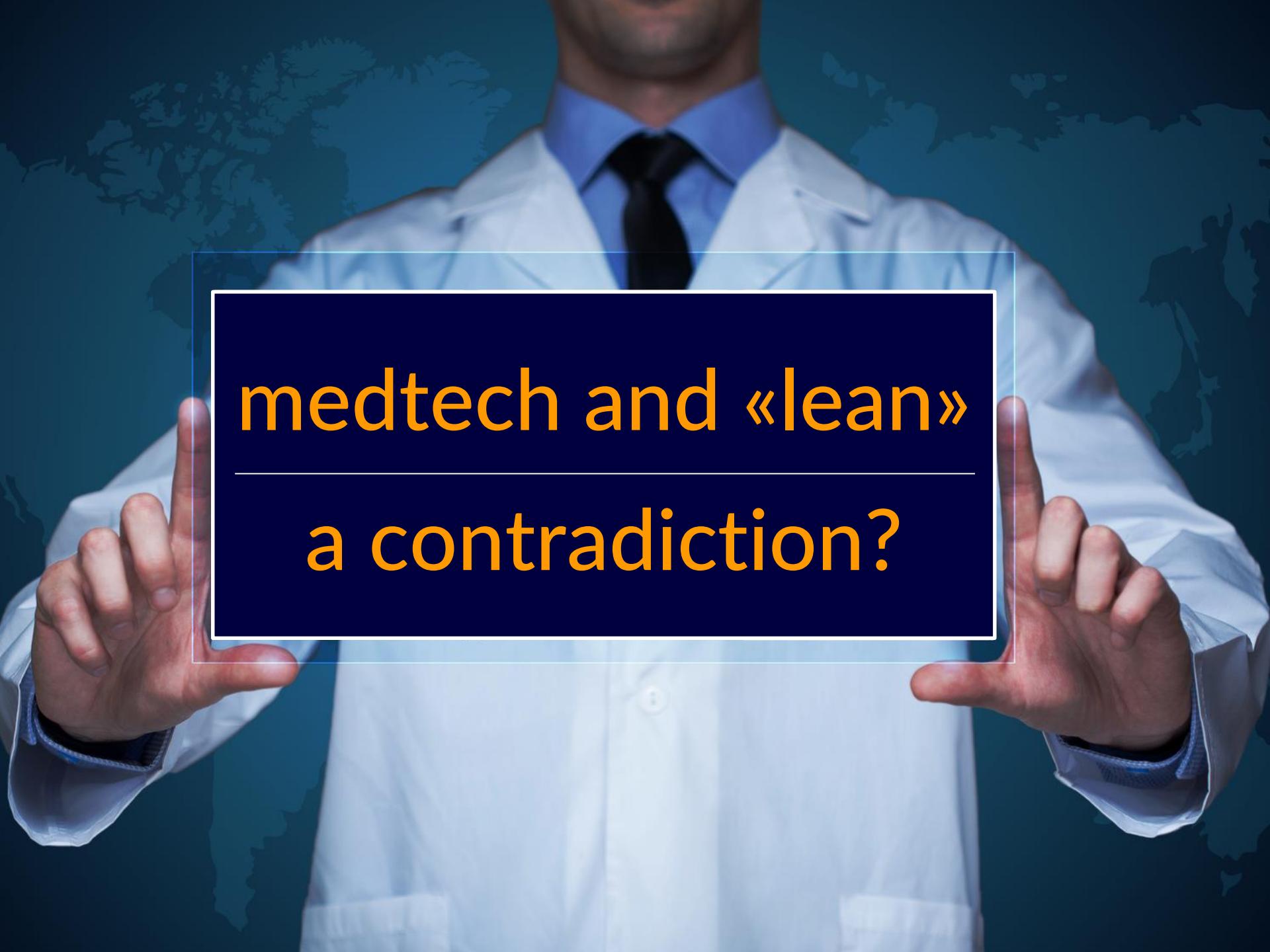
Dear Daddy

Natives do not wear shoes.
There is a big market here.

Yours, B.

shoe manufacturer Ltd. | PO Box 1234 | CH-8001 Zurich



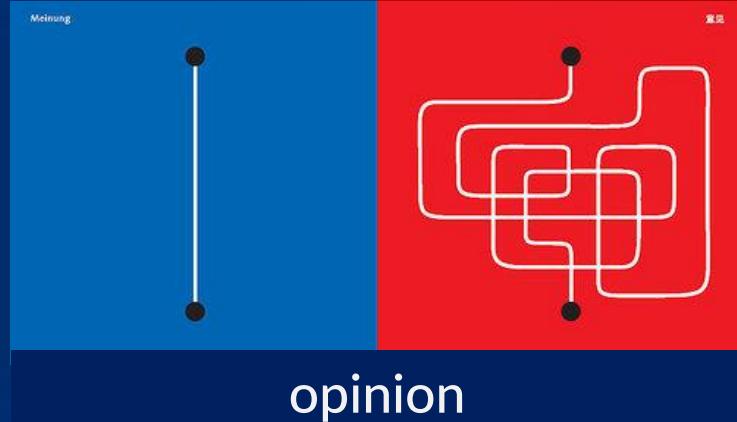
A man in a white shirt and tie is pointing at a transparent digital screen with his hands. The screen displays the text "medtech and «lean»" and "a contradiction?" in orange. The background is a world map.

medtech and «lean»

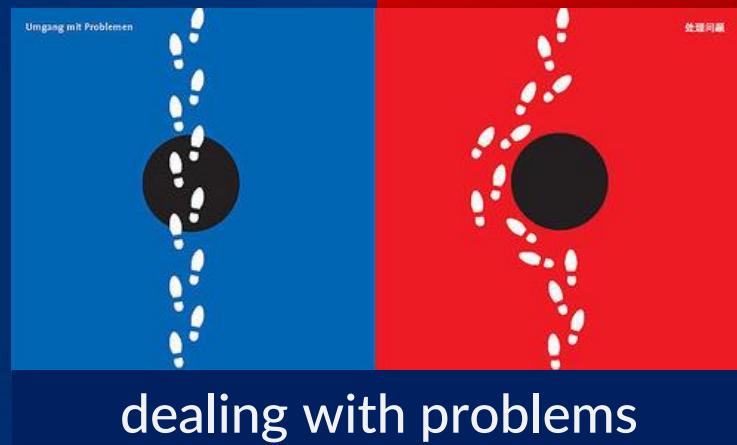
a contradiction?

west

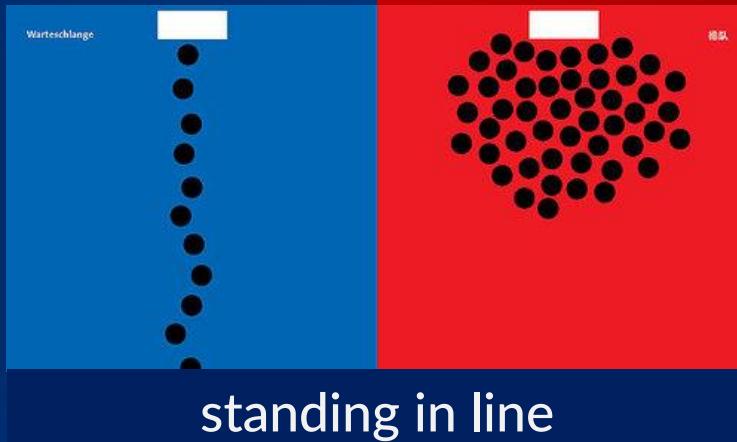
east



opinion



dealing with problems



standing in line

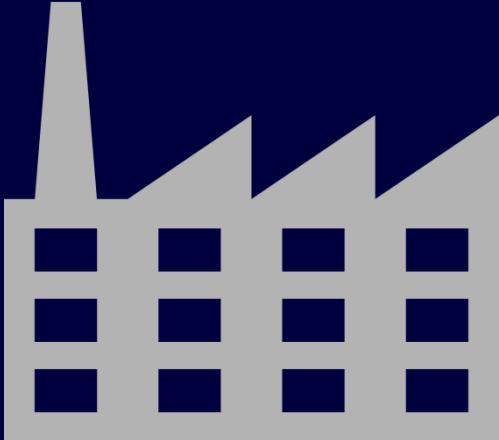


why projects fail

- unclear targets **68%**
- limited resources **48%**
- intercultural issues **45%**
- technology **8%**

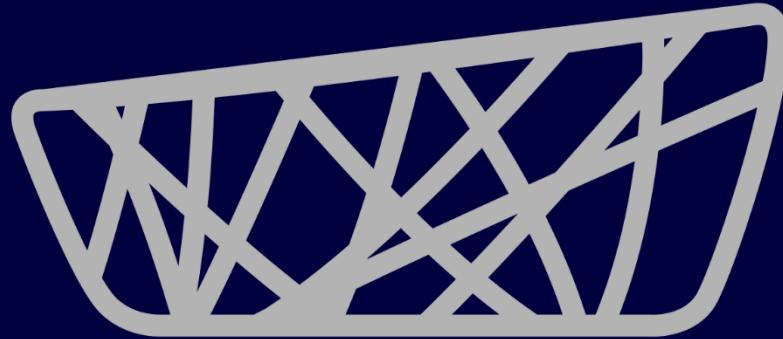
lean: manufacturing vs innovation

lean principles: value - flow - perfection - pull - waste



MANUFACTURING

- predictable tasks
- repetitive tasks
- homogenous delay costs
- homogenous task durations
- cadence, flow control
- synchronization



INNOVATION

- high variability
- non-repetitive
- non-homogenous delay costs
- variable loads on resources
- limited standardization
- knowledge-work

...is «lean» an option?

HOW TO WORK BETTER.

**1 DO ONE THING
AT A TIME**

2 KNOW THE PROBLEM

3 LEARN TO LISTEN

**4 LEARN TO ASK
QUESTIONS**

**5 DISTINGUISH SENSE
FROM NONSENSE**

**6 ACCEPT CHANGE
AS INEVITABLE**

7 ADMIT MISTAKES

8 SAY IT SIMPLE

9 BE CALM

10 SMILE



leadership

**“management is the profession
of achieving results and making
things happen”**

PRINCIPLES

- results
- contribution
- focus
- strengths
- trust
- positive approach



TASKS

- goals
- organization
- making decisions
- implementation
- control
- people

LEAN TRANSFORMATION

How to Change Your Business into a Lean Enterprise



By Bruce A. Henderson and Jorge L. Larco
Foreword by James P. Womack

-
-
-
-
-

avoid waste

keep improving

create value

strive for simplicity

maintain creativity

leverage
projects cross-industry
business model

TOOTH LOSS



Implant-Borne Dentistry

“Dental implants are used to replace missing teeth and associated structures”

1969 Bränemark PI, et al.

1976; 1981 Schroeder A, et al.

1978 Schenk R

1980 Kirsch A

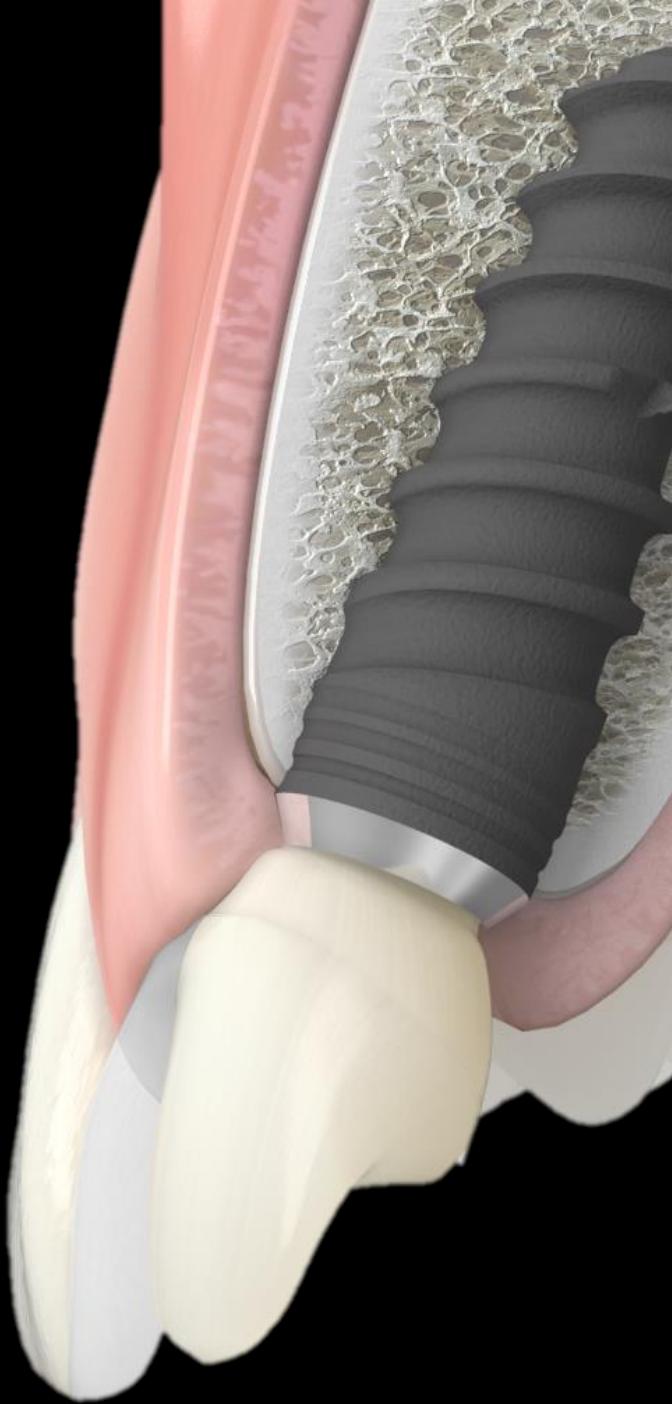
1981 Adell R, et al.

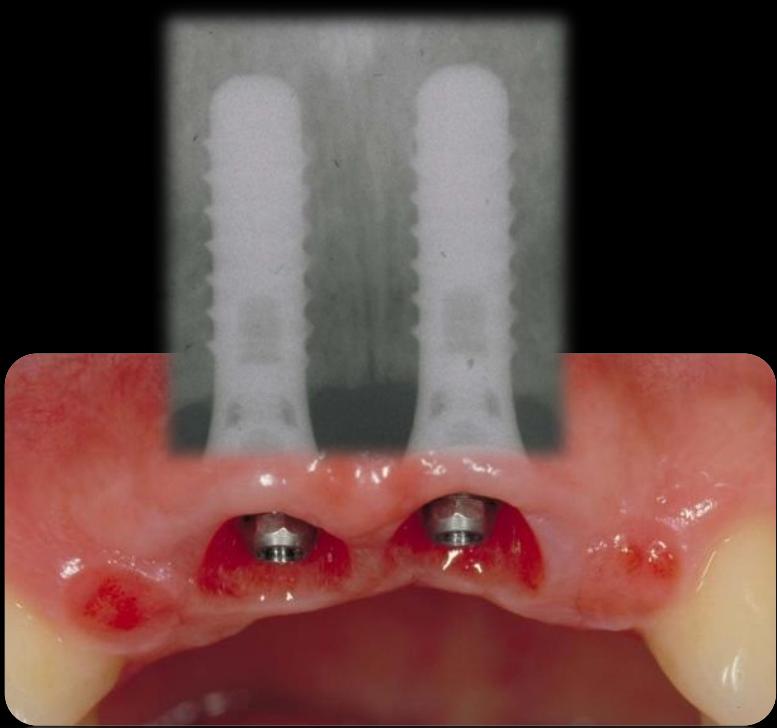
1983 Albrektsson T, et al.

1984 Lindhe J

1984 Lang NP

1988 Garber D





Simplicity
is the ultimate
Sophistication

da Vinci

A man in a dark suit and white shirt is shown from the side and back, holding a large white megaphone to his mouth. He is pointing his right index finger forward towards the text.

**“how to get the
message across?”,**



“Medical research needs independence, open space and opportunities for discussion. But we need resources.”

“We could offer 1. research findings, 2. product ideas and 3. user-trainings. Would that help you?”

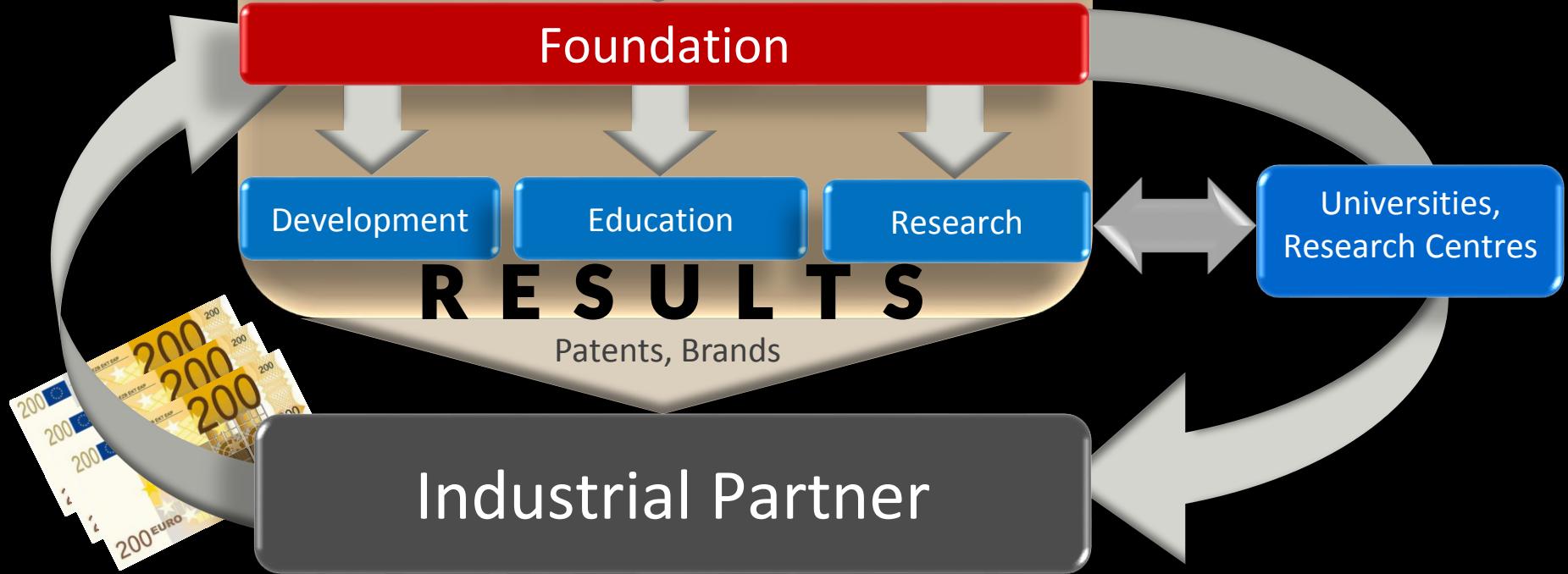
“You are absolutely right. But what do you offer?”

“That’s just perfect! We are able to offer some resources. What we need in exchange is 1. research findings, 2. product ideas and 3. user-trainings.”



“ how should a partnership model in a medical device set-up look like in order to create benefits for ALL stakeholders ”

Academic Association



Schlich T (2002);
Surgery, Science and Industry:
A Revolution in Fracture Care.
Houndsmill Basingstoke, PALGRAVE MACMILLAN.

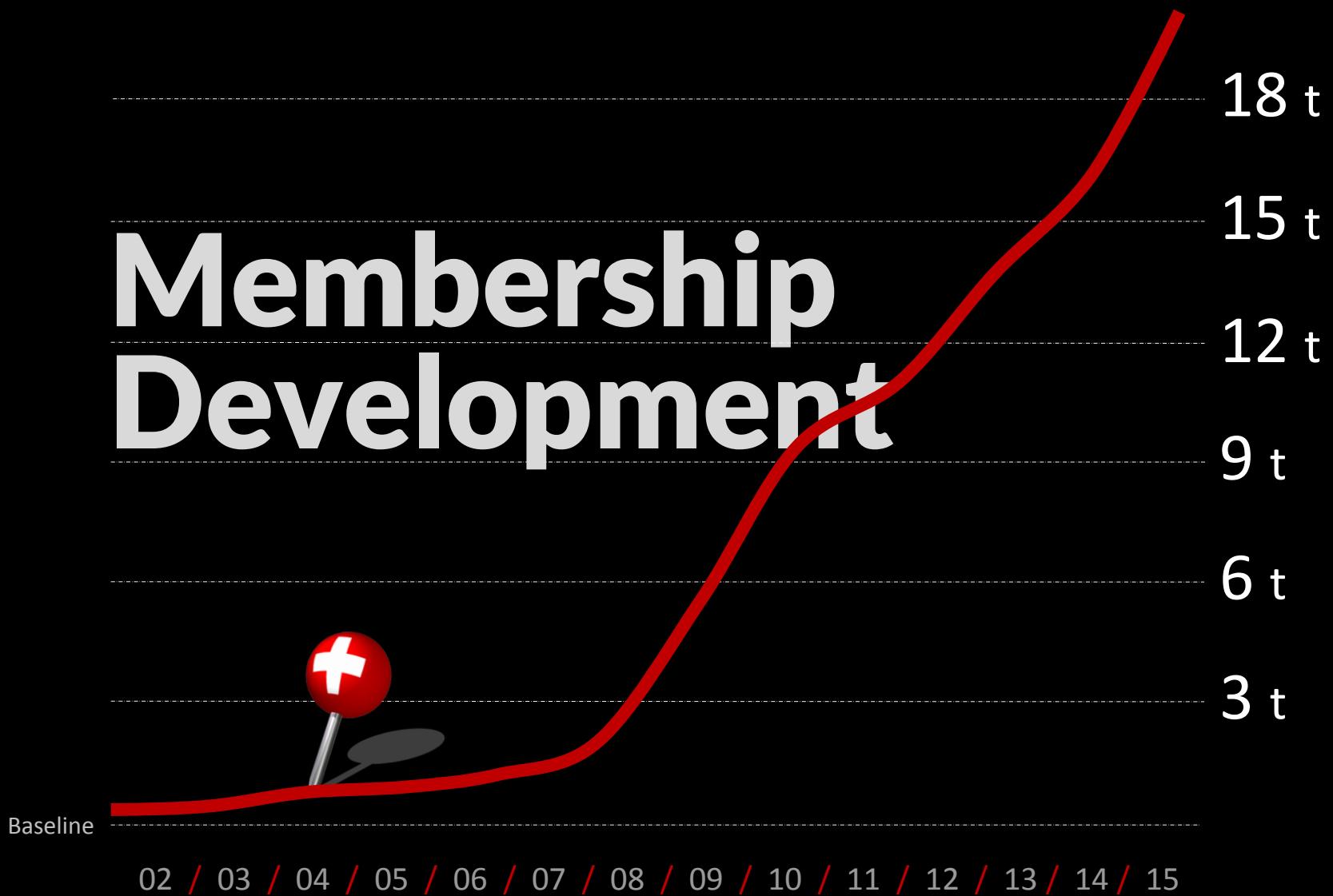
Scacchi MJ, Merz BH, Widmer WT (1999);
A Collaboration Role Model for
Academia and Industry.
J Oral Impl Res 12, 456-468

ITI

Facts & Figures I



Membership Development





Concept of Int. Collaboration

- high degree of autonomy
- long-term thinking and acting
- higher product success rates
- international collaboration with local “coloration”
- cultural pattern of fraternity

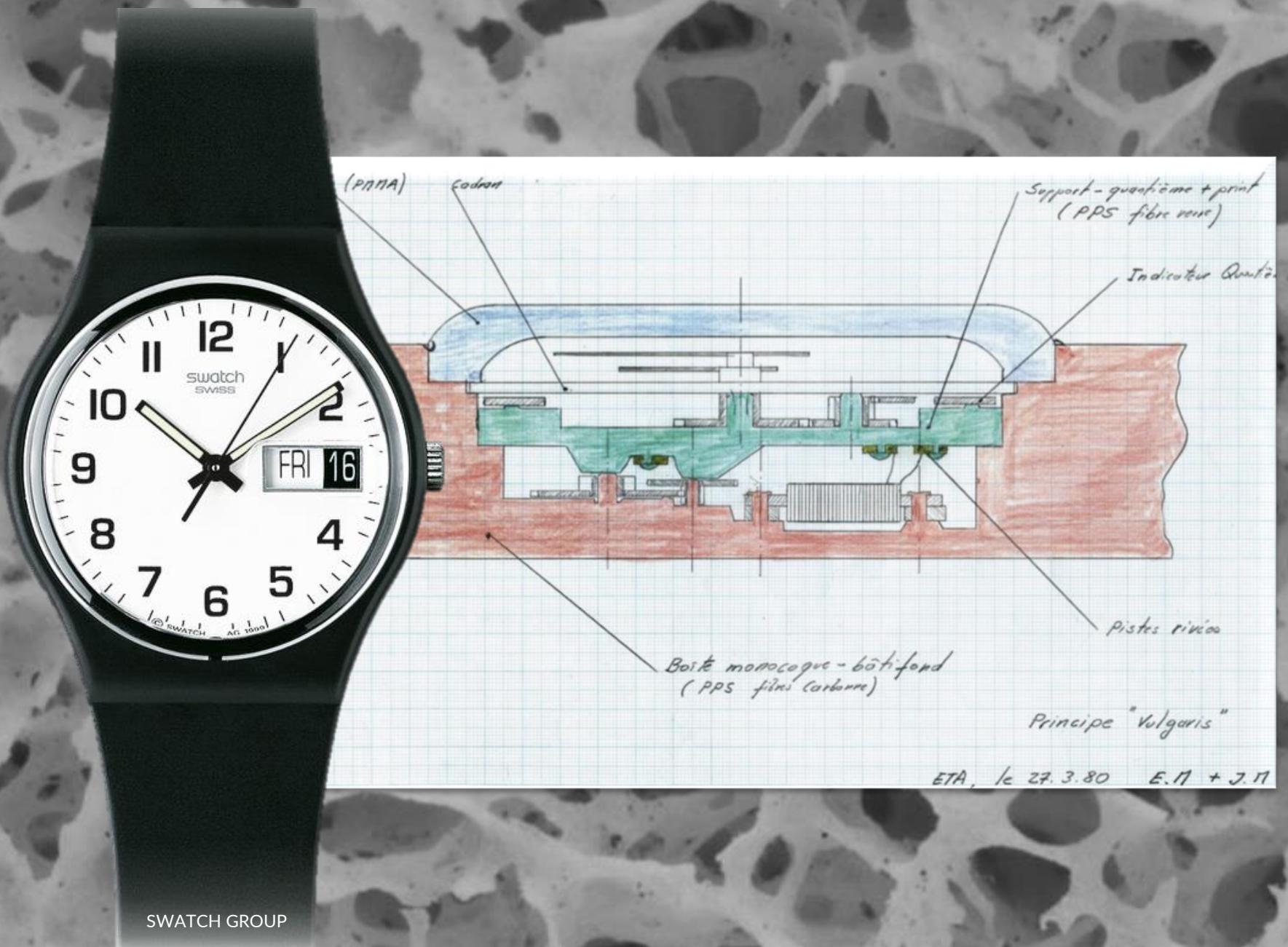
leverage
projects cross-industry
business model

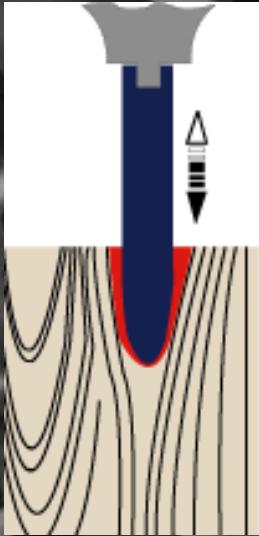


“in the beginner’s mind
there are many
possibilities,
in the expert’s mind,
there are few”

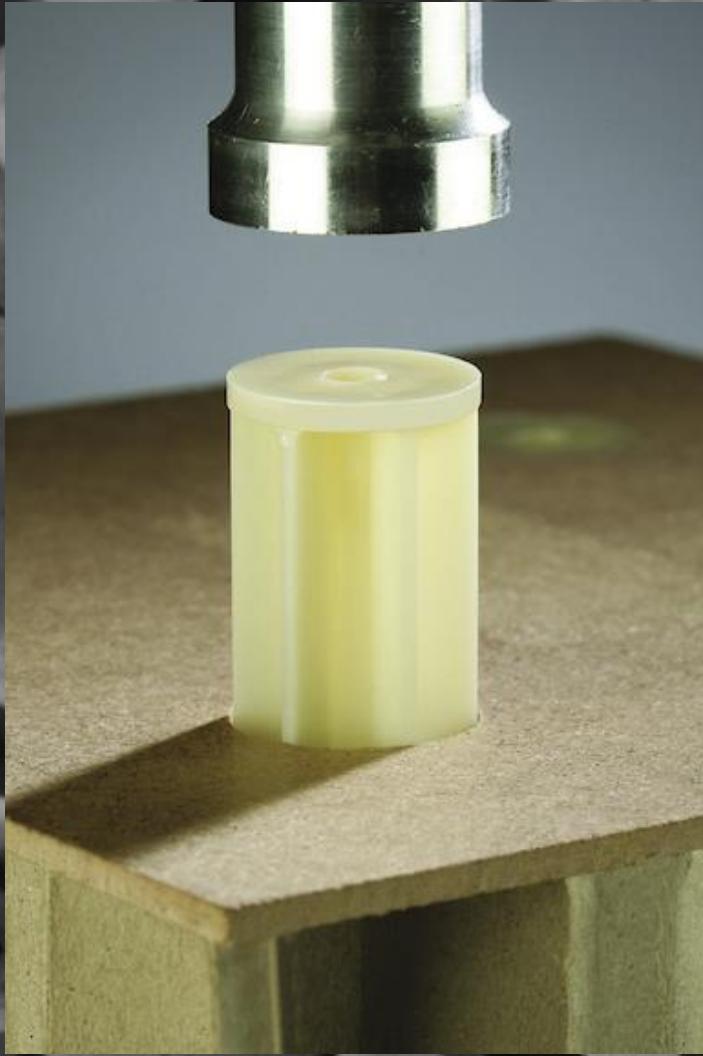
Shunryu Suzuki
- zen monk -

**“how to achieve sufficient fixation
stability in porous structures in less
than X seconds at less than X cost”**

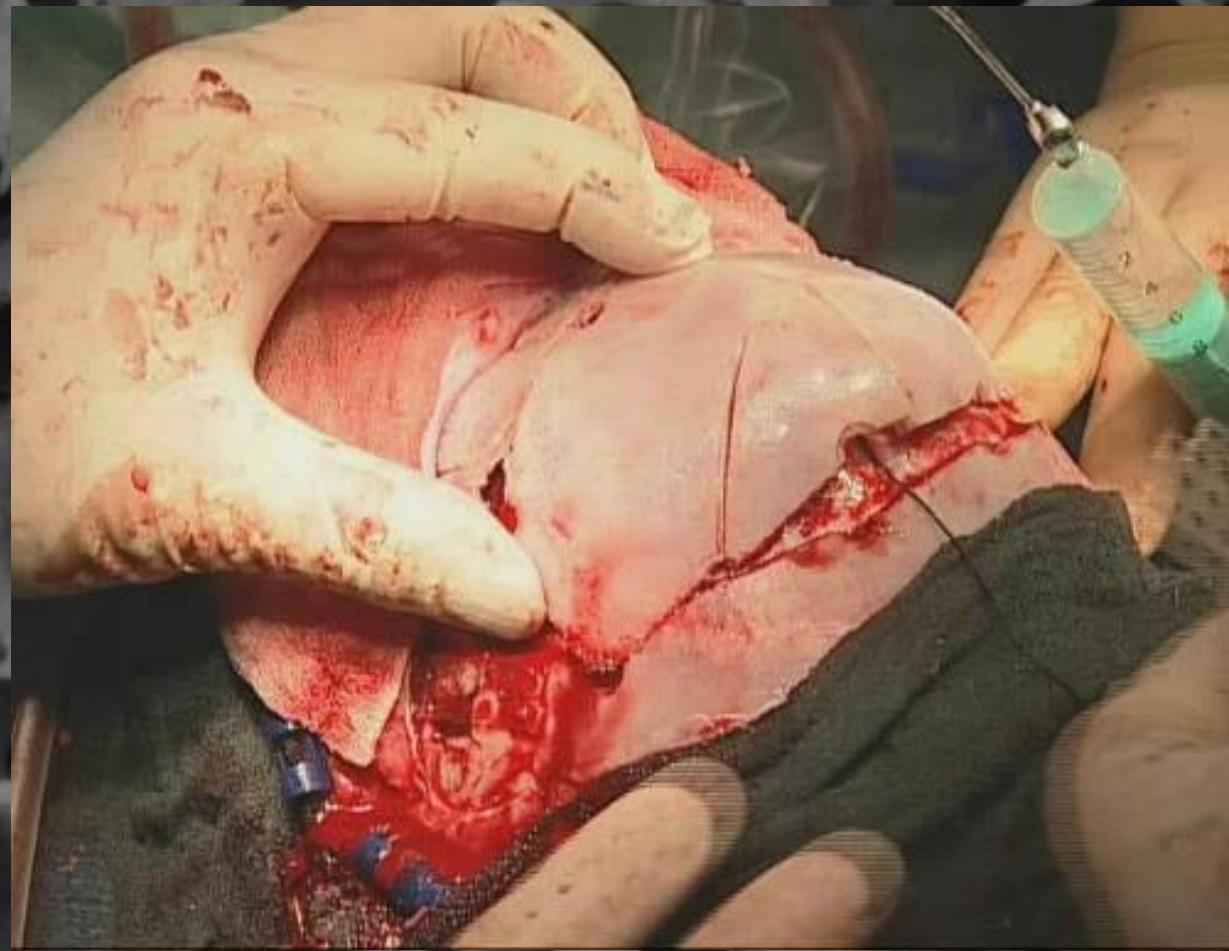
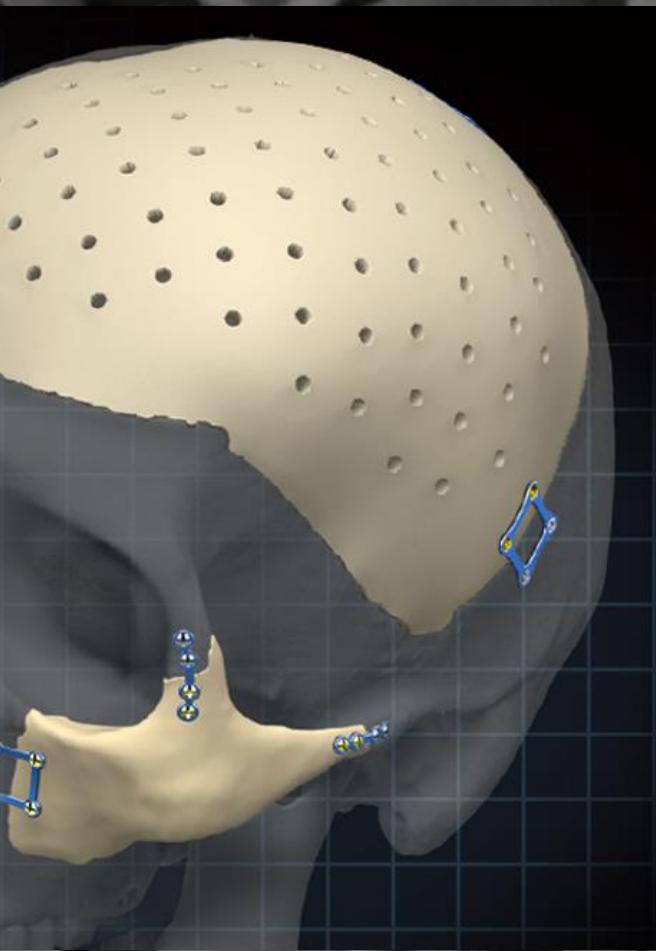




REF WOODWELDING



REF TITUSONIC



stryker® **KLS martin**

bw
bonewelding

creaholic

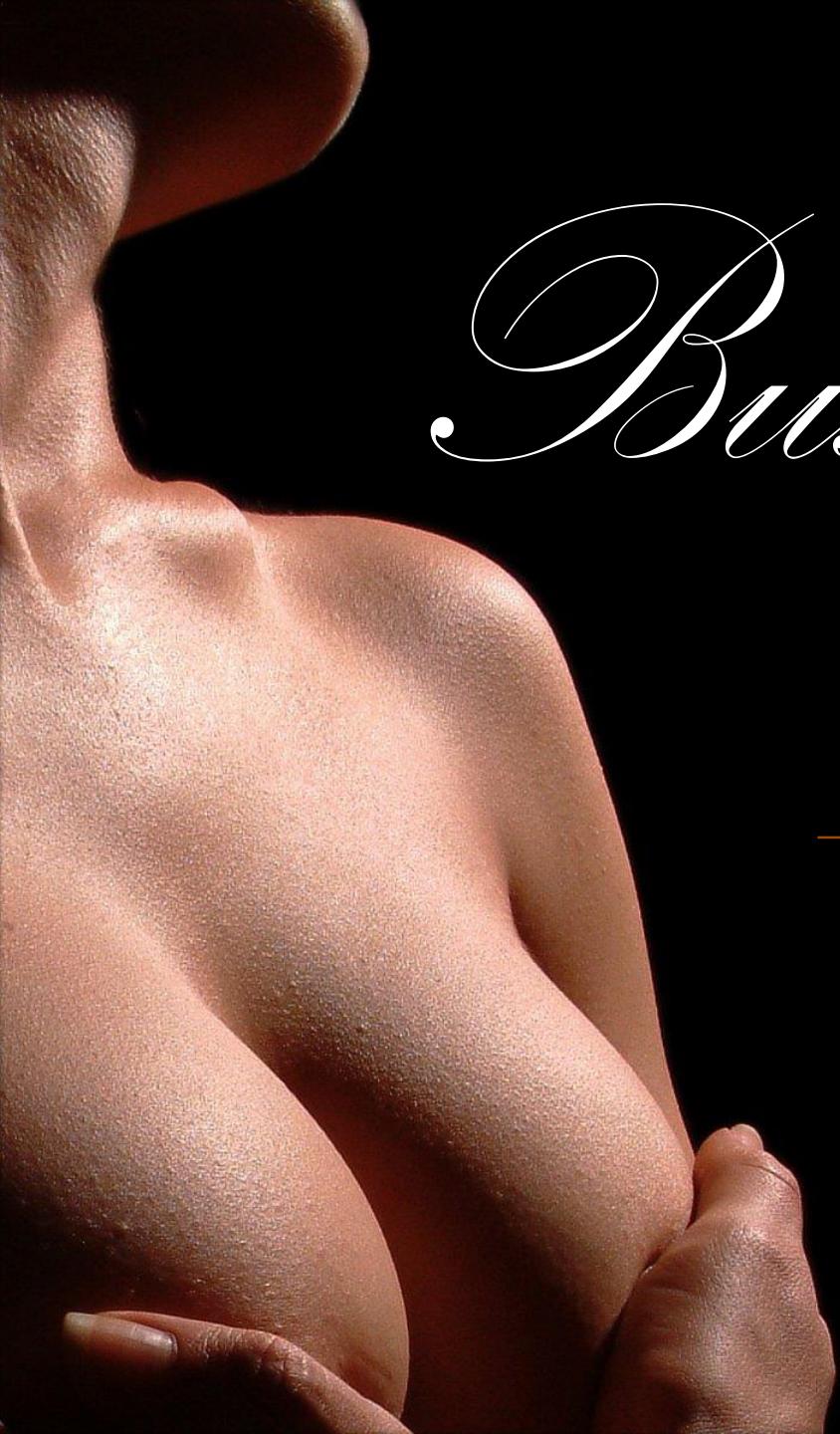
tw
toothwelding

marco group

summary

- **know-how / tech. transfer**
- **unique selling proposition**
- **application potential**
- **cost-benefit ratio**
- **market success**

leverage
projects cross-industry
business model



Busenwunder

business case DIVA

market facts 2015



players

1.5mio



surgeries

1bn



size

6%



CAGR

42%

ALLERGAN

28%

MENTOR

20%

GC

10%

LOCALS

innovation



indications

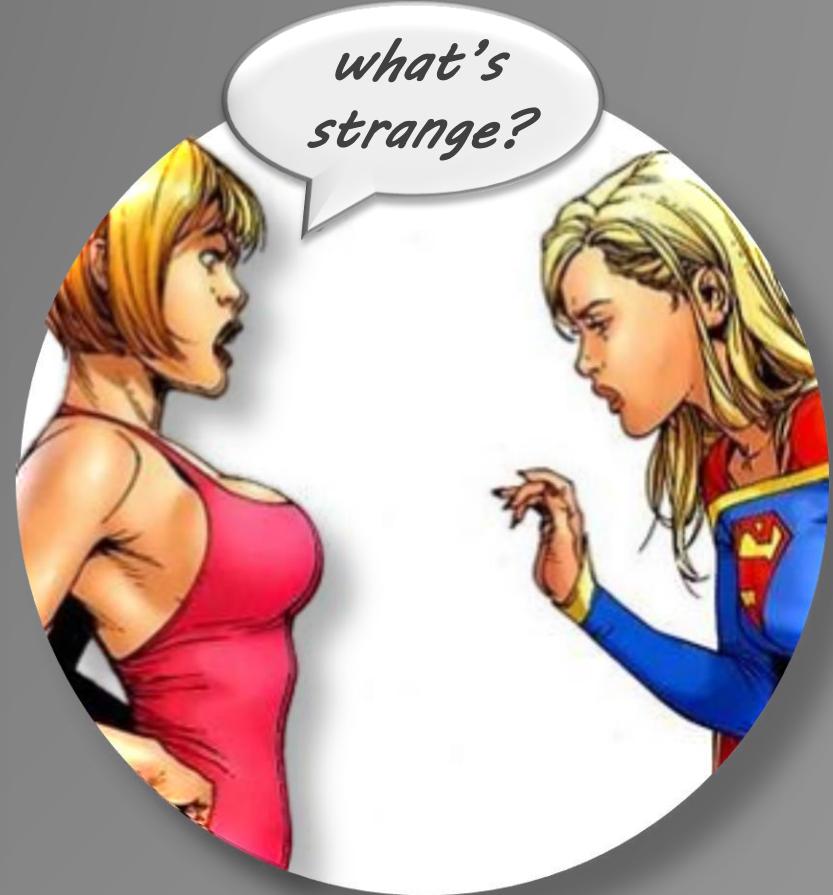
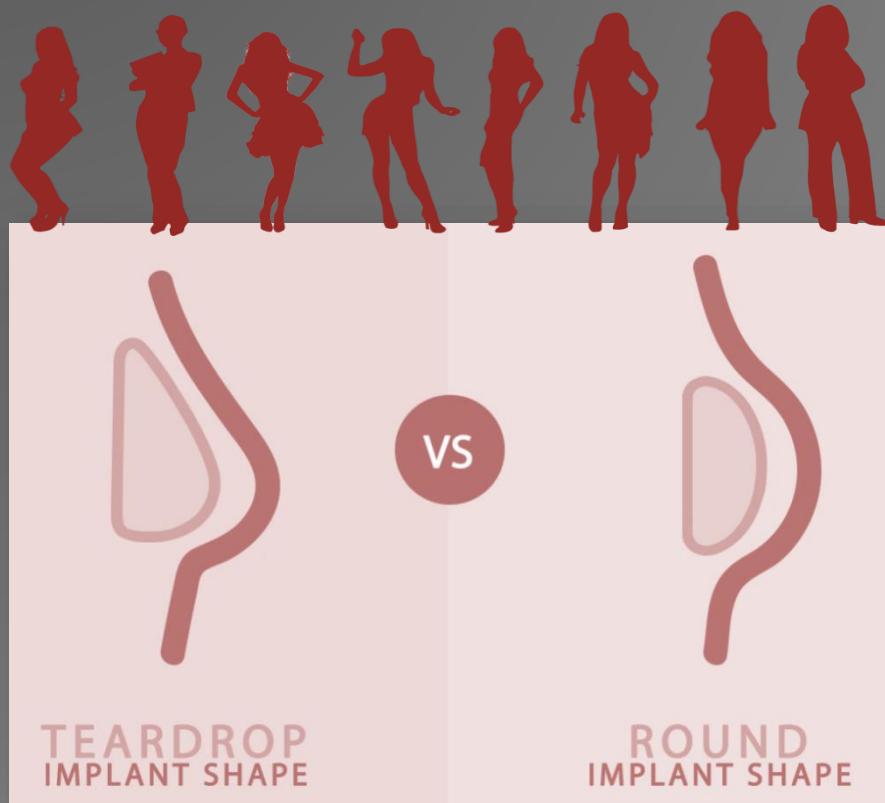
reconstruction 

malformation 

aesthetics 

distribution per 10 women

standard therapy



create your own



1

need



2

create



3

verify



customer experience

2

create & see



virtual



virtual reality

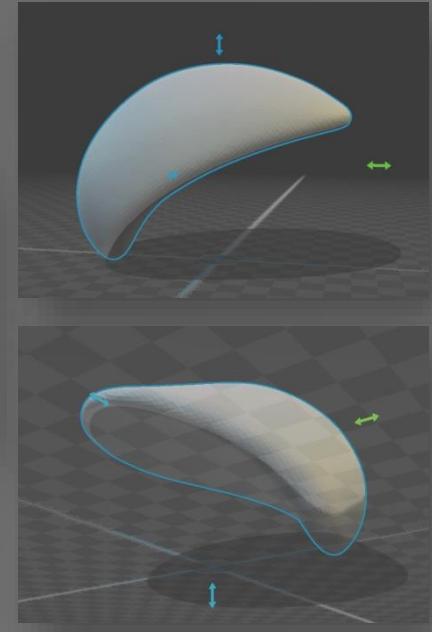
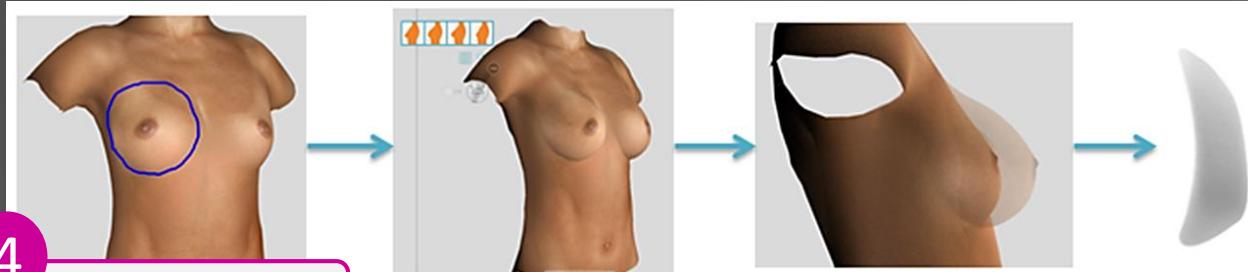


scan +
3d-printed model

key to success

4

calculate



5

manufacture



6

place



7

satisfied

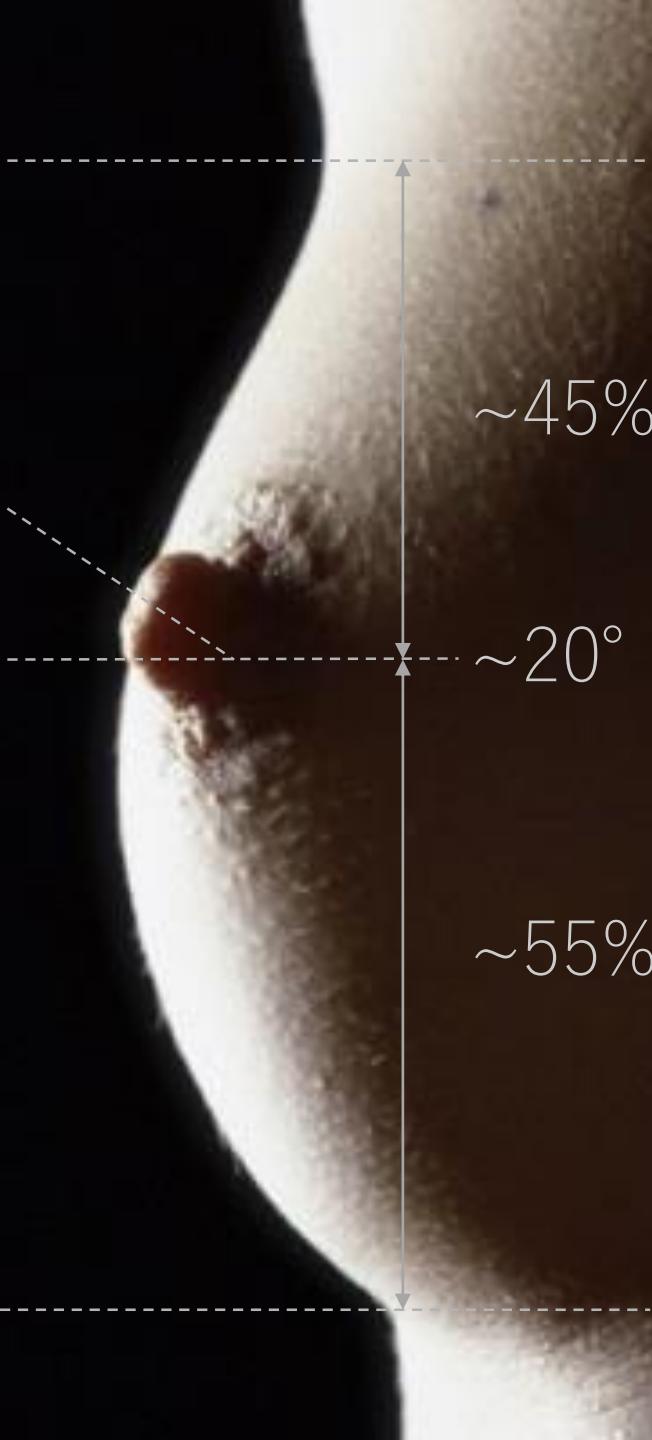


standard vs. diva



patient benefits

- naturally looking,
harmonious and
aesthetic improvement
- personalized solution,
one of a kind
- higher life-quality,
95% satisfaction rates*



Erni D, Scacchi MJ, Drost RE:

Patient Satisfaction Rates with Custom-Made Silicon-Gel
Breast Implants and Three-Dimensional Simulated Images:
A Pilot Study.

Int Surg J (2015)

customer benefits

- innovation, trend
- differentiation,
positioning
- more patients
- no investments



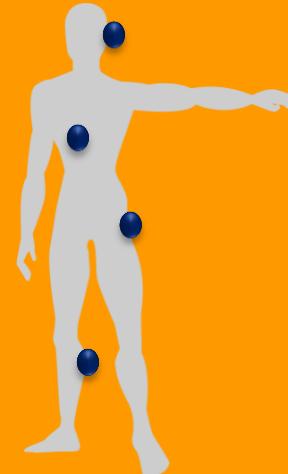
business concept



going global

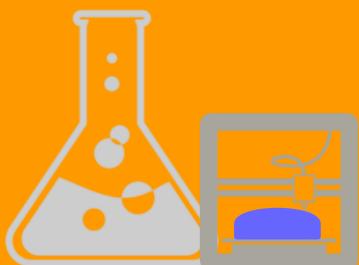


increase indications

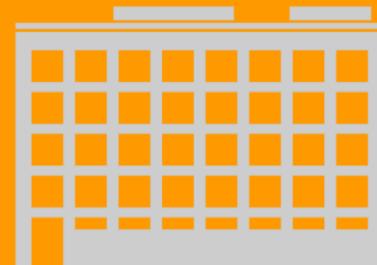


DIVA is a pure-play aesthetics organization committed to empower medical professionals improving the quality of life of their patients. Our purpose is to help people feel more confident about themselves.

production



clinical centers

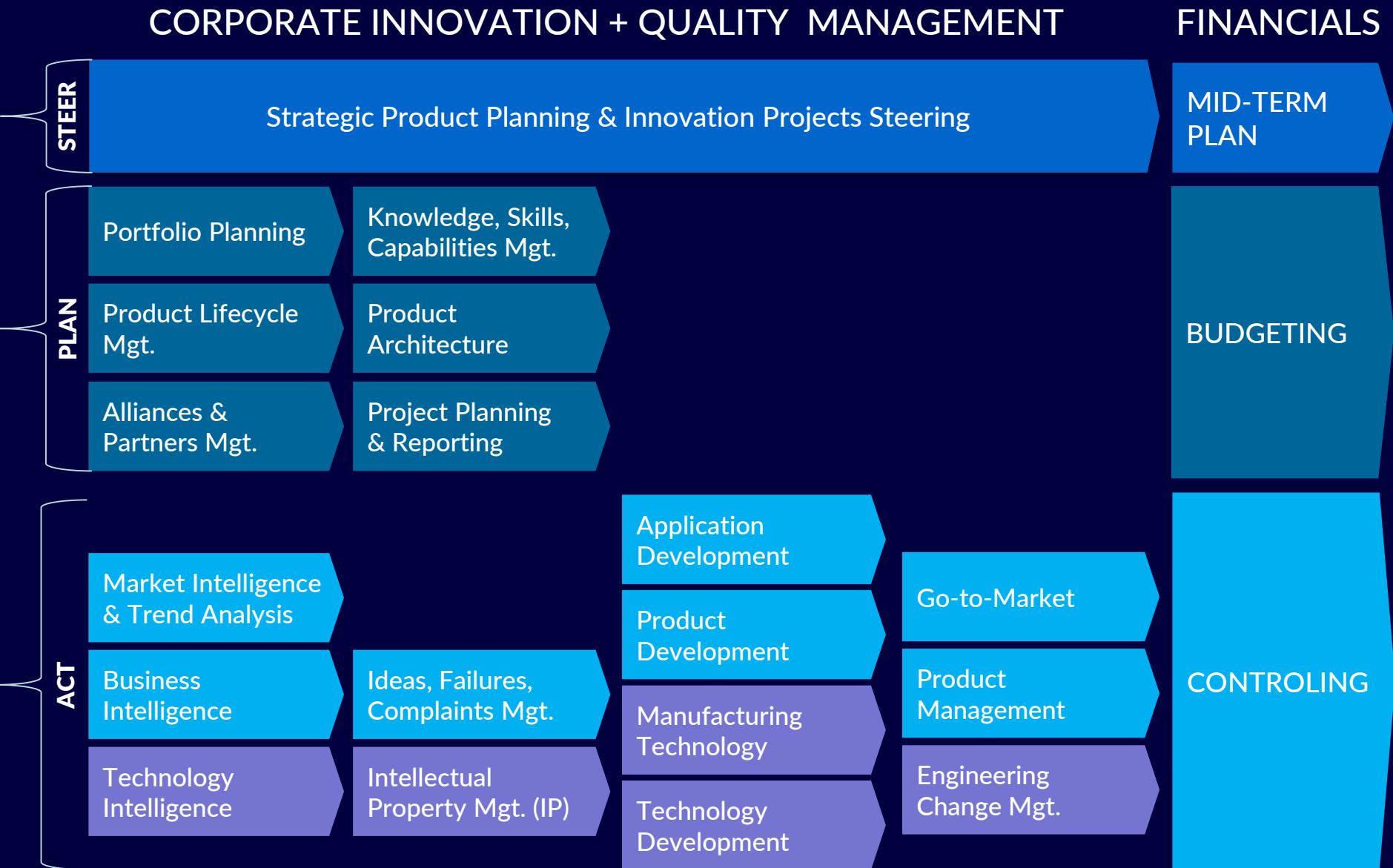


A close-up photograph of a flower with yellow and orange petals. Dark, curved lines radiate from the center of the flower, creating a sunburst effect. A large, solid black circle is positioned in the upper left corner, partially obscuring the flower.

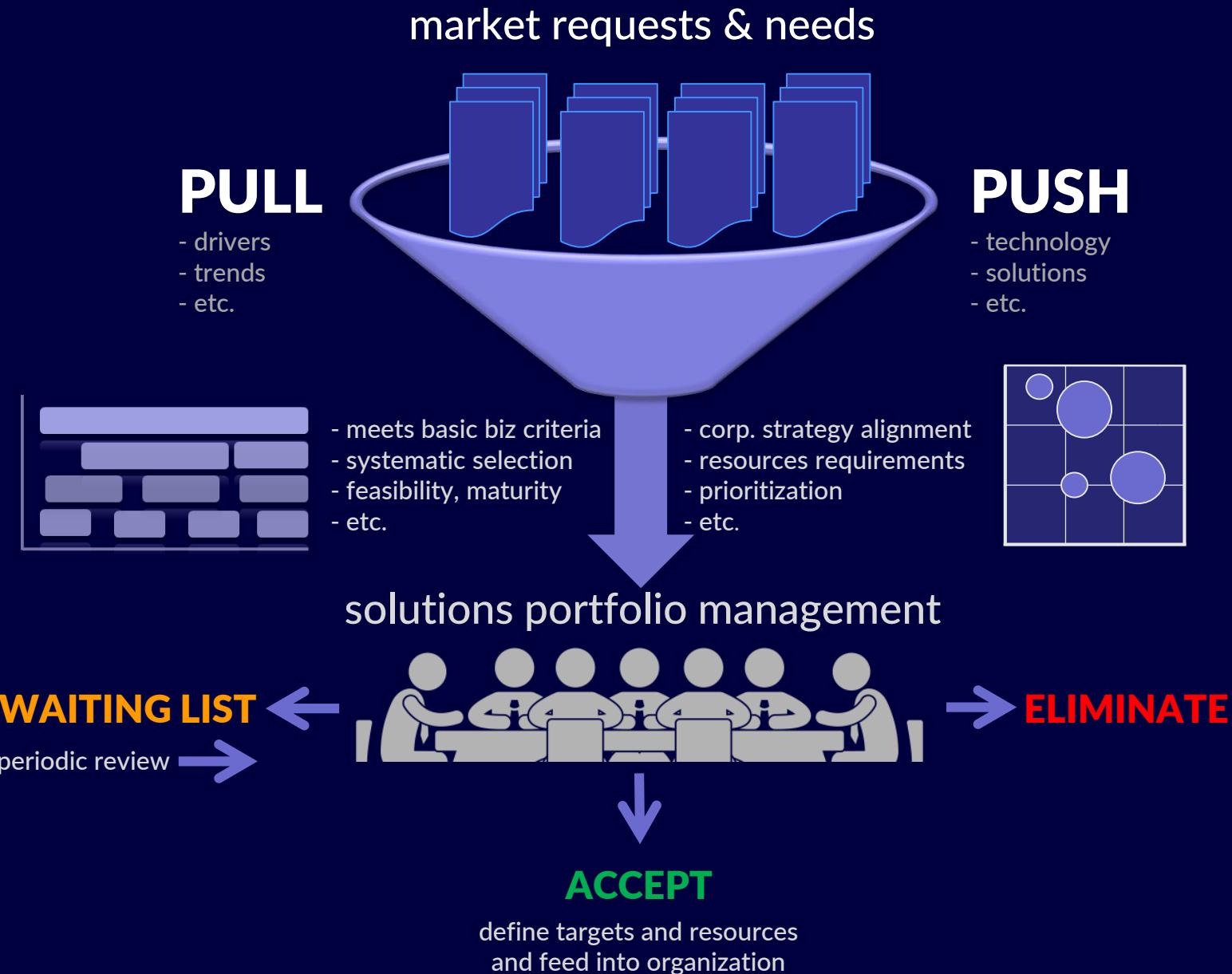
summary

marcs group®
MEDTECH BUSINESS NAVIGATORS

innovation process landscape



business opportunity landscape





KICK-OFF

- train, probe, learn
- identify / eliminate waste
- visualize project status / progress
- intensify communications

lean is a continuous strategy, not a quick win!

BOTTOM-UP

- small groups / lower risks
- less costs / earlier results
- accelerate learning / improvements

results of lean initiatives

40-60%
reduction of lead time

significantly improved communication and information flow

15-25%
productivity improvement

clearly defined customer needs throughout the value stream

25-30%
reduction of rework

improved customer satisfaction