



MEDTECH
NAVIGATOR

**the secret of change
is to focus all of your energy,
not on fighting the old,
but on building the new**

Socrates (Philosopher)
469 - 399 bc



the **CHALLENGE** of **CHANGE**

the medtech industry is facing multiple challenges, ranging from new sets of regulatory requirements, to increasing margin pressures involving frugal innovation versus high tech products or the war for talent.

in change situations, little knowledge can be dangerous and limited understanding can be catastrophic. our industry is part of a highly dynamic and ever more complex operating environment. technologies and products, along with industries they support and serve, are converging.

any organization that ignores change does so at its own peril. to survive and prosper, organizations must adopt strategies that realistically reflect their ability to manage multiple future scenarios.

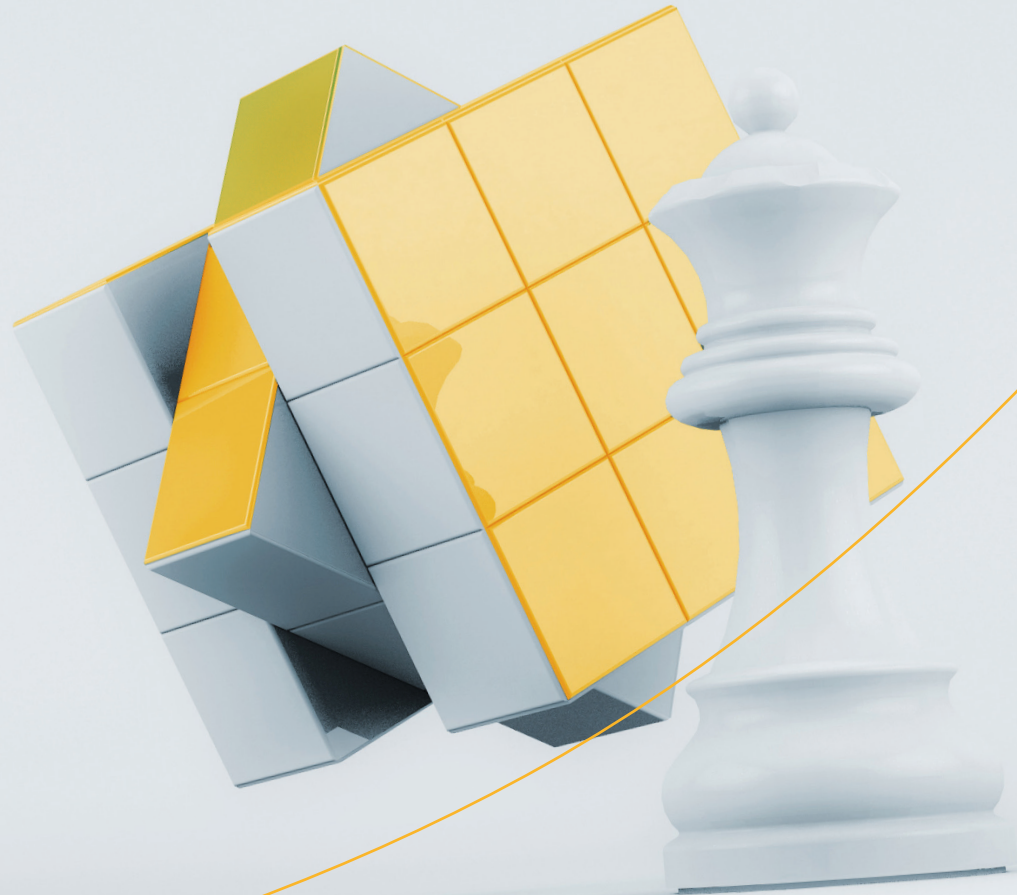
there are three potential means to respond to change:

- at the center of every storm there is an area of calm: keep your values alive
- at all times keep it simple (but no “oversimplify”): complex solutions take time and lose context
- the benefits of system thinking is to take a holistic perspective to change

remember the first law of jungle: the most adaptable species are always the most successful.

**simplicity is the highest
form of sophistication**

Leonardo da Vinci (Polymath)
1452-1519



PEOPLE means NETWORK

medtech navigator is a pool of independent freelancers with specific expertise in a considerable range of medtech areas. we are linked with each other in a global competence network, offering our customers tailored know-how while we foster mutual development and growth.

for particular projects or engagements, we assemble a team of multi-lingual experts in a given discipline, function and/or geographic area, drawing from our global network. our members are well-acquainted in the intricacies of the region's professional practices and nuances of local business culture.

we are committed to helping you to make distinctive improvements in your performance, identify new opportunities for growth and create a competitive edge.

we will not leave you with just a book of recommendations, since we recognize the implementation phase as the key factor making your investment a sustainable success.

our goals are simple and clear, our objectives are resolute and tangible. we are a team of business navigators and entrepreneurs at heart who believe that success can be achieved through long-term acting and creative problem-solving.

this is precisely where our experience and business acumen is most useful to you.



**the winds and the waves
are always on the side
of the ablest navigators**

Edward Gibbon (Historian)
1737-1794



BUSINESS NAVIGATION means INVOLVEMENT

we are not typical business advisors or consultants. we see ourselves as your navigators, supporting corporate management to identify and implement new potentials. our projects typically range from analysis to concept and solution development including at least an initial phase of implementation.

based on over three decades of strategic and operative experiences and corporate consulting, it is simply not enough for us to just deliver a new strategy or a different business model.

in order to make your investment a sustainable success, we wish to be involved in implementation taking on the responsibility for implementing tactics and reaching goals together with your people.

it therefore seems quite natural that besides applying classic consulting methodologies and best practices, we are also offering interim-management and related services.



**in the beginner's mind,
there are many possibilities,
in the expert's mind,
there are few**

Shunryu Suzuki (Zen Monk)
1904-1971



CROSS-INDUSTRY means CROSSING BORDERS

we are lucky enough to be involved in many different projects offering a wide range of experiences. you probably agree that the medtech industry has its own rules and culture, the people involved share similar values and many medtech companies apply comparable strategies and tactics.

we are deliberately not only involved with the typical medtech culture, thus staying open-minded for different ideas, for alternative models and to learn from other industries. oftentimes, what has proven to be effective in one industry may be successfully adapted in a new industry and the different context is opening up new roads. is that not the core of all innovation?

close together with the swiss medtech association, we are also organizing events on “going global” targeted at medtech corporations.

we are convinced that this is a suitable format to offer an international platform with opportunities to learn from others, to share experiences and to get familiar with new tools and services prior to entering foreign markets.

**why join the navy,
if you can be the pirate?**

Steve Jobs (Entrepreneur)
1955-2011



BUSINESS MODELLING means INNOVATING

innovation is one key to success. for us however, innovation always starts with a profound analysis, with understanding, and like it or not, with imitation. a business model describes how an organization “creates and captures value” as simple as that, no rocket science.

generating, implementing and continuously adapting a business model successfully to a changing market, is arguably one of the hardest tasks of leadership. that is one of the rather specific disciplines where we are able to support you based on systematization, frameworks and completed projects.

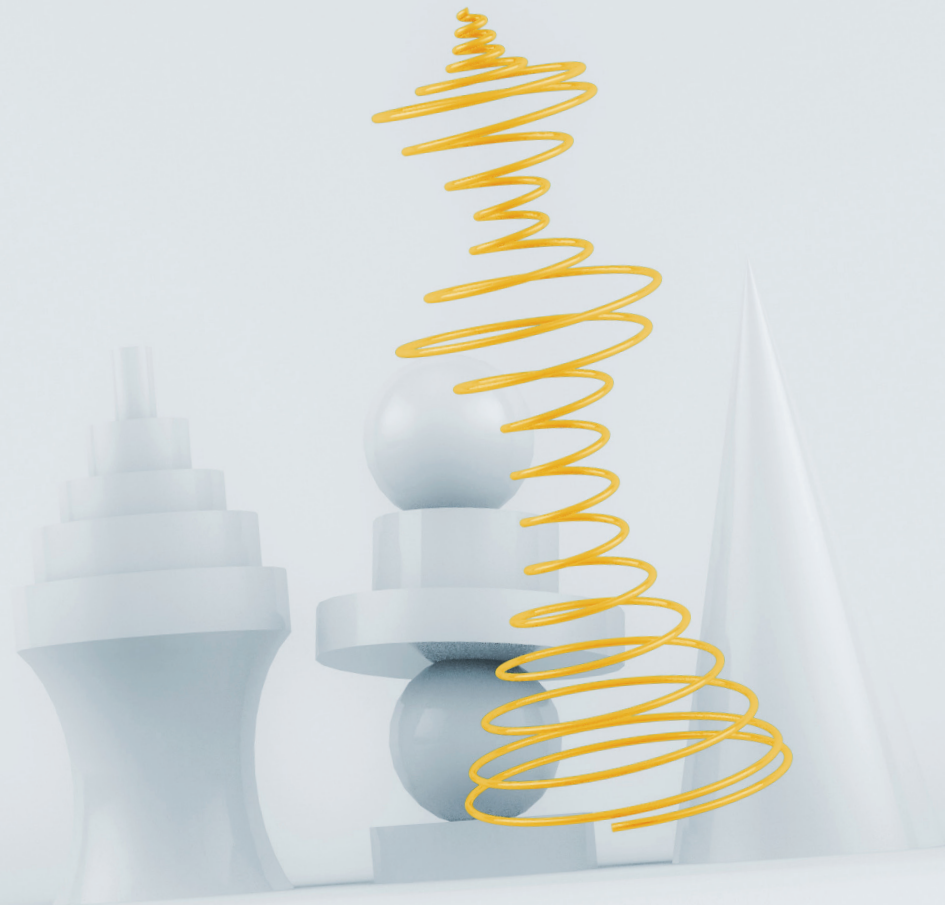
and besides, we believe in design. more specifically, in design thinking. because design thinking is actually a systematic approach to problem solving.

it starts with clients and the ability to support them improving the performance of their organization. but it also acknowledges that we will probably not get it right at the first attempt. design is all about action, while business too often is about planning.

so we keep going. and we try to put business and design together – because like most opposites – they have a lot to offer to each other.

**i cannot understand why people
are frightened of new ideas,
i am frightened of the old ones**

John Milton Cage (Composer)
1912-1992



all **CLIENTS** are **DIFFERENT**

if you did not find what you were looking for in the previous sections of our service offering, do not despair. we are always engaged to provide custom-tailored solutions, as no client and no situation is alike.

we also assist in identifying specific issues or uncover areas that need improvements and then find a comprehensive set of possible solutions to meet the needs of your particular organization.

we offer services in the categories as listed below:

- business strategy, planning, implementation
- business model generation and implementation
- market and segment research, analysis, risk avoidance
- identifying / entering new business segments
- initiating and management of clinical advisory boards
- operational improvements, process optimization
- strategic alliances, distribution and channel partnerships
- cross-cultural and marketing communication
- go-to-market concepts, focus-group administration
- product / service innovation, time-to-market improvements
- key account and customer relationship management
- project and interim management

**management is doing things right,
leadership is doing the right things**

Peter Drucker (Economist)
1909-2005



from **PROFILE** to **REFERENCE**

- interlocutor for executive management
- focus on medtech and related industries
- emphasis on dental, orthopedics, biomaterials, trauma, plastic surgery and rehabilitation
- balance of theoretical know-how and operational experiences
- continuous education and on-the-job learning

if you wish to receive some projects references, feel free to get in touch with us to arrange a first meeting.



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