

# THE MEDTECH INDUSTRY

## IN EUROPE

### WHAT IS MEDTECH?

...IS AN UMBRELLA TERM FOR:

- MEDICAL DEVICES
- IN VITRO DIAGNOSTICS
- IMAGING EQUIPMENT
- E-HEALTH

THERE ARE MORE THAN:

**500,000**  
MEDICAL TECHNOLOGIES

MEDICAL TECHNOLOGY IS THERE THROUGHOUT YOUR LIFE



### AN INDUSTRY THAT MAKES A DIFFERENCE

**>575,000**  
EMPLOYEES



ROUGHLY  
€100  
BILLION  
MARKET  
SIZE

**25,000** MEDTECH COMPANIES



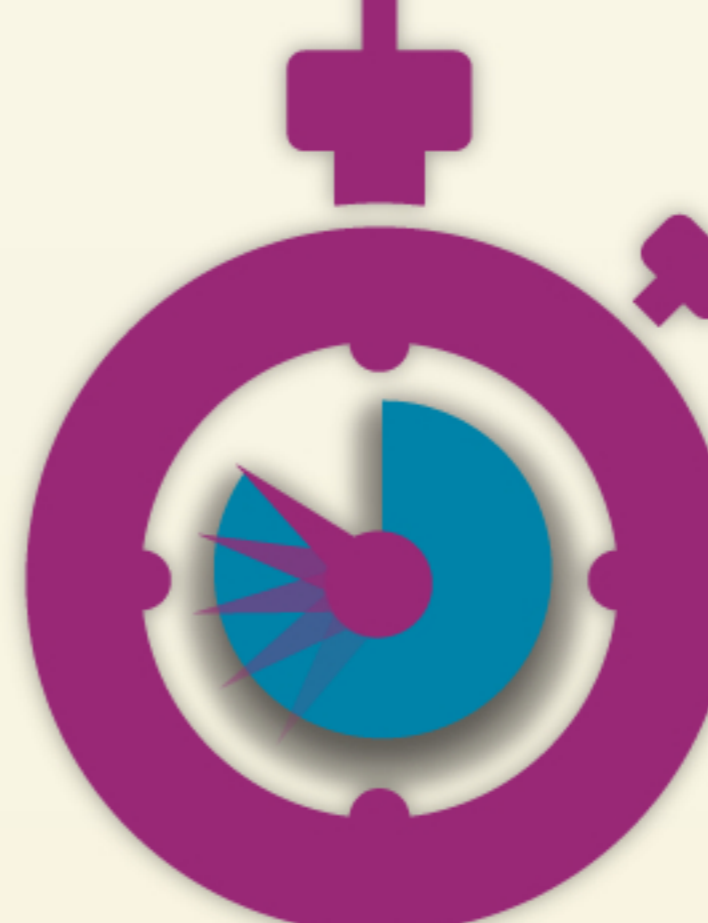
A POSITIVE  
TRADE  
BALANCE  
OF €15,5  
BILLION

**95%**  
SMEs

**NUMBER #1**  
INNOVATION PATENTS FILED

30% OF  
WORLD  
MARKET

**18-24**  
MONTHS  
INNOVATION  
CYCLE



WITHIN  
**3**  
MONTHS  
NEW  
DIAGNOSTIC

GROWING  
AT AROUND  
4% PER  
ANNUM

THE INDUSTRY FILES A PATENT  
EVERY 50 MINUTES!

### MEDICAL TECHNOLOGY

#### A BRAKE ON RISING HEALTHCARE COSTS

LIMITS THE COST OF CARE OF PATIENTS WITH CHRONIC DISEASES



LIMITS THE USE OF INEFFECTIVE, UNNECESSARY TREATMENT



AND PROVIDES PERSONALISED CARE



LIMITS THE COST OF CARE



LOWERS THE COST OF CARE BY

FACILITATING INTEGRATED CARE AND DISEASE MANAGEMENT



### DID YOU KNOW THAT

- In vitro diagnostics take up only **~0.8%** of total healthcare expenditure. Medtech as a whole amounts to only **~7.5%**
- Today, **3** out of **4** cataract surgeries in Europe no longer require an overnight hospital stay
- Investing in health technology saved Germany **€22 billion**
- Medtech can reduce hospitalisation of patients with severe heart failure by **~33%**

### MEDICAL TECHNOLOGY

#### BENEFITTING PATIENTS AND PUBLIC HEALTH FROM DIAGNOSIS TO CURE

PATIENTS BENEFIT FROM EARLY DIAGNOSIS

**80%** REDUCTION OF **CERVICAL CANCER** IN FINLAND THANKS TO MASS SCREENING PROGRAMME



PATIENTS BENEFIT FROM CONTINUOUS IMPROVEMENT IN QUALITY OF CARE

**67% LESS** INFECTION AND REDUCED EXPOSURE TO RISK AND SIDE-EFFECTS



MEDTECH IMPROVES QUALITY OF LIFE



A SHUNT IMPLANTED IN THE EYE DELIVERS CONTINUOUS TREATMENT. THIS GREATLY IMPROVES PATIENTS' QUALITY OF LIFE COMPARED WITH TRADITIONAL THERAPIES.

IT ALLOWS FOR MORE PATIENT AND CARER EMPowerMENT THANKS TO BETTER INFORMATION



A BLOOD GLUCOSE MONITOR ALLOWS PATIENTS TO MONITOR AND OPTIMISE THEIR TREATMENT

AND ENABLES PATIENTS TO REGAIN ECONOMIC AND SOCIAL ACTIVITIES FASTER



MEDTECH MAKES QUICK RESPONSES TO COMMUNICABLE DISEASES POSSIBLE

