MEDICAL DEVICE R&D
New Technologies in Medical Devices
INNOVATION IS AT THE FOUNDATION OF R&D

- Multiple sources:
  - Scientific Community
  - Intrapreneurship
  - Entrepreneurship
Multiple changing environments need to be considered
PRODUCT INNOVATION

- Disruptive solutions leading to paradigm shifts in surgery

**EXAMPLE:**

- Improved Visualization
- Better Ergonomics

Analog Surgical Microscope

3D Digital Visualization
EMERGING TECHNOLOGIES

- Robotic Surgery
- Telemedicine / Telesurgery
KEY IS TO SELECT THE RIGHT OPPORTUNITIES

- **Find the Intersection**
  - Need
  - Financials
  - Technology

- **Select the right Partnership**
  - Focused on reducing key risks
  - Efficient at execution
TYPES OF PARTNERSHIPS

Window Strategy
Uses partnerships as a window onto new technologies by providing access to their progress in real time
Best when there is a high level of uncertainty – allows to explore multiple paths and possible alternatives
Enables de-risking new technologies without over-investing, staying agile in a fast-changing marketplace

Options Strategy
Used to create real strategic options by creating a combination of a people, processes and assets
Best when there is a moderate amount of uncertainty about which option(s) will ultimately succeed
Allows to make a few calculated bets without prematurely committing to just one solution, with options to expand funding in the winning technology.

Positioning Strategy
To partner with another firm with complementary capabilities to create best-in-class technologies
Best when there is a low level of uncertainty – allows to achieve scale- or scope-based advantages
Formed when corporate players want to fill portfolio gaps, optimize market segmentation, or acquire a new customer base.

Reference: http://executiveeducation.wharton.upenn.edu/thought-leadership/wharton-at-work/2012/02 стратегические партнерства#sthash.Xz5KTjG.dpuf
Creating Successful Alliances

- Developing the right working relationship
- Creating progress metrics
- Embracing differences
- Enabling collaborative behavior
- Managing expectations
THANK YOU