

The interdisciplinary developing and consulting institute for medical and pharmaceutical technology



Consulting and Training

The rising complexities as well as the various formalities of medical engineering require a stronger company-wide communication. Moreover, the healthcare branches biotechnology, pharmaceutical technology and medical engineering are still accreting. Especially the complex combination-product market is sharply increasing. senetics healthcare has developed project management, supporting and networking models, which will sustainably improve collaboration and economic success. senetics healthcare is a developing and consulting service provider for companies and suppliers in medical technology, pharmaceutical technology and biotechnology. By the use of immense biological and medical expertise, the scientific Institute for Innovation and Consulting supports its clients to establish them within the challenging competitive environment. The business activities of senetics healthcare contain trainings and consulting regarding the product placement of new products, development of integral marketing strategies, supporting activities in case of business expansion or start-ups as well as contract works in the area of research and development. Half of the sales volume of medical engineering companies is achieved by products which are not older than three years. If there is the question of whether product ideas lead to projects, market and technology analysis are essential.

Especially the coordination of every development stage with the corresponding certification formalities is very important. senetics offers substantial supporting, trainings and further education programs to handle the Medicinal Devices Directive (MDD), DIN EN ISO 13485 and DIN ISO 14971. „We see us as a partner to our clients. We support them as an external project management, business development and R&D department regarding the complete value and supply chain“, argues the Managing Director Dr. Wolfgang Sening. ■

Networking management

Senetics healthcare attends all processes in the product life cycle and sounds out efficiency potentials for both suppliers and manufacturers – from the idea to a completed product. That is the reason why senetics healthcare accelerates the company wide communication through a novel networking model. „Within the clusters of excellence in medical engineering, the network for innovative suppliers in medical technology (NeZuMed) was founded“, explains Dr. Sening. This network is a platform to define and implement measures, which serve to progress in medical technology and contiguous sectors as well as to improve the cooperation between suppliers and manufacturers. „Our networking philosophy fits to the future strategy of the companies. We

expect an active and interdisciplinary exchange with other partners and we are glad to support them with our know-how“, says Dr. Sening. ■

Focus – Global challenge

This applies both to suppliers as well as to the medical companies. In addition, the promotion of R&D projects concerning the development of medical-technical products, modules, processes, services as well as their application-technological implementation is focused by senetics healthcare. Especially in the increasing market of combination products, senetics healthcare concentrates on the activation of potential not used so far. ■



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