

Contract development – Consulting – Communication agency

Innovations for medical technology – realized by senetics

The scientific institute for innovation and consulting – senetics healthcare – is a developing and consulting company in the area of medical technology, pharmacy and biotechnology. With a great expertise in biology, medicine and regulatory affairs, senetics supports its clients to establish them in a competitive environment. The business activities of senetics contain contract development, trainings and consulting regarding the product placement of new products, development of integral marketing strategies, support of business expansion or start-ups, and finally contract work in the research field.

Contract development

As a partner, senetics offers support services over the complete value chain, working as an external project management, business-development and R&D department. The results are implemented together – beginning with producibility, development, market admission, reimbursement, health economic studies up to the marketability and market introduction.

In addition to that, an effective market, competition and technology analyses is part of the portfolio. The project management is geared to networking and enables an optimized development regarding costs, quality and time optimization – from the idea to the complete product.

Research and development playing a significant part

Half of the sales volume of medical technology companies is achieved by products which are not older than three years. For the decision



Project development for an in-vitro-diagnostic measurement system at senetics ■

whether a product idea can be taken as a project, market and technology analyses are essential. Especially significant is the coordination of all development stages with the corresponding regulatory affairs, Medicinal Devices Act, 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 added chain”, argues the Managing Director Dr. Wolfgang Sening.

Focus – global competition

The mentioned aspects can be applied for suppliers as well as for distributors. Additionally, the advancement of R&D projects regarding the development of medical technology products, components, processes and services as well as their application-technological implementation are focused. Particularly in the growing market of combination products, the project management of senetics bunches strength to activate potentials, which not have been used yet, and to position the client in the global market, using his unique features. ■

Consulting and training

The growing complexity of the medical technology sector as well as the various formalities require a stronger communication between companies. Additionally, the healthcare, biotechnology and pharmacy sectors are growing more and more together, especially the market of combination products is increasing. senetics has developed project management, supporting and networking models, which sustainably will improve cooperation and economic success. The enterprise considerably offers supporting, training and qualification programs, for instance:

- Business expansion and sales in the medical technology area
- Suppliers in medical technology
- Customer requirements and regulatory affairs
- Biology and medicine for non-physicians ■

Communication agency and marketing

The team of senetics organizes all necessary marketing measures. Do you want to improve your external communication or are you looking for market mavens, who create flyers, advertising and communication materials for you? Our expertise and know-how allows



Trainings in biomedical technology, here: biology and medicine for non-physicians ■

an ideal presentation for you – for your success in the market. With the healthcare communication agency of senetics, you receive a complete package – content related to the specific field, design and master plan. We display the contents of your company presence – on demand via SWOT analyses – to the representation of documents, presentations, announcements, flyers and finally booths. We complement the efficient marketing strategy for our clients offering joint booths at Medica/Compamed, Arab Health and MedTec. ■

Networking management

From the idea to the complete product – senetics healthcare attends all processes within the product life cycle and explores the efficiency potentials. That applies to both suppliers and producers: that is the reason why senetics forces the company-wide communication with an innovative networking model.

„Within the top cluster medical technology, we founded the Network for innovative suppliers in medical technology (NeZuMed)“, says Dr. Sening.

The network is comprehended as a platform for defining and implementing measures, which serve the progress of medical technology as well as the bordering sectors and the

improvement of the cooperation between the supplier industry and producers.

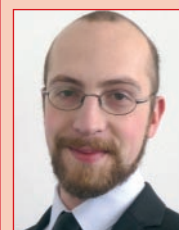
„With our networking philosophy, we fit the future plans of companies. We expect a lively and interdisciplinary transfer with other partners and we would like to support you with our know-how“, explains Dr. Sening. ■

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