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Requardt Offers Advice to MedTech CEOs on Key Changes

Alexandria, VA (May 11, 2016) — Chief executives of medical technology companies should pay attention to four key changes, Dr. Hermann Requardt, told the nearly 60 attendees at ALDA's breakfast for senior executives at Analytica Conference and Trade Show in Munich, Germany.

Dr. Requardt currently serves as an independent strategic advisor to a number of European public and private life science and healthcare technology companies. From 2009 to February 2015 he served as Chief Executive Officer of the healthcare division of Munich, Germany-based Siemens AG. He also served as Chief Technology Officer of Siemens AG from 2008 through 2011.

While healthcare is a good business because it is stable and resilient, Dr. Requardt cautioned that it is very conservative and experience oriented, and not a business for the fast investor.

Dr. Requardt described the four key changes as:

1. **Disruptive innovations** in technology and science – Dr. Requardt cited devices such as a Chinese company's small, cheap wireless ultrasound probe that may be a paradigm shift. Scientific breakthroughs like NGS, cheaper every day, will radically change how healthcare is viewed, and have the potential to be a patient creator for doctors.
2. Medicine as a **value-added service** – because simply pumping more dollars into the system does not lead to better health.
3. Increasing **scarcity of healthcare specialists** – China healthcare spending is growing 8-10% but there is an undersupply of specialists in the rural areas. If you have a GP in rural areas, you need different kinds of instruments, and people to run the machines. As a result, scarcity will result in a totally new way of practicing medicine, e.g., telehealth, remote patient monitoring, Cloud services, easy-to-use devices, etc.
4. **Emerging markets as catalysts** of global change – in areas such as digital technology where low purchasing power translates into the need for efficiency across all business models and drives adoption of digital technologies. The lack of proper healthcare systems and scarcity of resources force rural doctors to work outcome-based.

Among the steps to take to prepare for the future, Dr. Requardt urged attendees to:

- Become proactive in delivering **solutions that work with consumer devices**.
- Build platforms to **track outcomes** of your own product and derive corresponding business approach.
- Leverage opportunity of value-added service to **make diagnosis and treatment more independent of specialists**.
- Improve **understanding of customer needs** in emerging markets to enhance product design for growth.

For more information regarding ALDA, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at www.thealda.org

Based on the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.