

- I would like to register bindingly for the Workshop "Innovation Management in Medical Technology" June 16, 2015 in Garching / Munich.  
Applications please by no later than June 12, 2015.  
Please, use one form for each participant.
- I am a member of Forum MedTech Pharma e.V.
- I am registered for the "Partnering for MedTech & Pharma" event on June 17, 2015 in Garching.
- I am interested in participating the "Partnering for MedTech & Pharma" event - please send me more information.

A confirmation of your registration will be sent to you.

\_\_\_\_\_  
Title, first name, surname

\_\_\_\_\_  
Company / institution

\_\_\_\_\_  
Department

\_\_\_\_\_  
Street, house number

\_\_\_\_\_  
Postcode / town

\_\_\_\_\_  
Telephone / fax

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E-mail

\_\_\_\_\_  
Date, signature

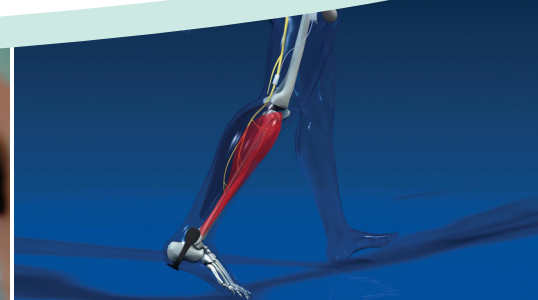
## Organisation

Bayern Innovativ GmbH and  
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## Workshop

# Innovation Management in Medical Technology



The healthcare sector, particularly the medical device industry, is an extremely dynamic business. Experienced market experts are aware that bringing innovative ideas to the market in an efficient way is the most relevant success factor for the medical industry. Unfortunately, the continuously changing rules and conditions for medical device certification and reimbursement counteract the potential of increasing innovation dynamics. In view of this fact, entrepreneurs need to develop strategies for successful innovation management. During the workshop, representatives from device manufacturers, suppliers, and research institutions will get answers to several fundamental questions:

- Does the use of new methods like crowd sourcing add benefit to innovation management?
- How can innovative ideas be created?
- Which criteria are essential to evaluate product ideas?
- What is necessary to set up sustainable business models?
- Which tools can support innovation processes?

The workshop will be followed by an evening reception for continued networking and a B2B partnering event on the following day

## Event Information

### Venue

Bürgerhaus  
Bürgerplatz 9  
85748 Garching / Munich

### Date

Tuesday, June 16, 2015  
13:00 - 18:00

### Registration

until June 12, 2015 via Fax +49 911 20671-788 or online

[www.medtech-pharma-shop.de](http://www.medtech-pharma-shop.de)

### Fees

Incl. congress documentation and catering:

Members of Forum MedTech Pharma	€ 95.-
Non-Members	€ 190.-

At concomitant participation at the "Partnering for MedTech Pharma" on June 17, the fee is reduced:

Members of Forum MedTech Pharma	€ 65.-
Non-Members	€ 130.-

All prices exclusive of VAT at 19 %.

### Conditions for Registration

On receipt of your registration, confirmation will be sent to the e-mail address given. An invoice will be sent via post to the provided address unless otherwise stated.

Cancellations received before June 12, 2015 are exempt from charges. For later cancellations and for non-attendance, the full amount will be incurred. Substitution of participants is possible according to prior agreement. Programme subject to change. The general terms and conditions of Bayern Innovativ and Forum MedTech Pharma as well as the terms of data privacy protection apply. [www.medtech-pharma-shop.de/agbs.html](http://www.medtech-pharma-shop.de/agbs.html) & [www.bayern-innovativ/agb](http://www.bayern-innovativ/agb) [www.medtech-pharma-shop.de/privatspaere-und-datenschutzerklaerung.html](http://www.medtech-pharma-shop.de/privatspaere-und-datenschutzerklaerung.html)

Films and fotos taken at the venue and possibly showing participants might be published for editorial purposes.

### Contact

Dr. Matthias Schier  
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Tel. +49 911 20671-330

- 13:00 **Welcome and Introduction**  
Dr. Matthias Schier  
Forum MedTech Pharma e.V., Nuremberg
- 13:15 **Open Innovation and Crowd Sourcing – New Methods in Innovation Management**  
Prof. Dr. Christina Raasch  
TUM School of Management, Technische Universität München
- 13:45 **Market Intelligence – Basis for Successful Marketing & Innovation**  
Dr. Jörn Leewe  
NOVUMED GmbH Life Science Consulting & Advisory, Munich
- 14:10 **Innovation Think Tanks and Innovation Research Labs**  
Sultan Haider  
Siemens Healthcare GmbH, Erlangen
- 14:35 **Sustainable Business Models and Financing Strategies**  
Christoph Böhmer  
Christoph Böhmer GmbH, Falkensee
- 15:00 – 15:45 **Coffee Break**
- 15:45 **Outcome-Driven Innovation – How to Find New Opportunities for Growth**  
Martin Pattera  
Strategyn iip innovation in progress GmbH, Amstetten, Austria
- 16:10 **Digital Management of Innovation Processes**  
N. N.
- 16:35 **The Path to Success Through Well Structured Innovation Processes**  
Dr. Jörg Traub  
SurgicEye GmbH, Munich
- 17:00 **Trend Scouting and Intellectual Property Strategies**  
Dr. Thomas Ruhland  
Raumedic AG, Helmbrechts
- 17:25 **Discussion**
- 18:00 **Evening Reception**

