

# Innovative and Efficient Development of Medical Products

## Professional Projectmanagement and Creative Marketingconcepts

A global paradigm change of the medical sector includes an optimized medical care of the population and a capital investment which primarily is induced by innovations. The growth of the healthcare sector is driven by the risen world population and the increased wealth in lots of countries. Furthermore the demographic change of industrialized countries, new possibilities for financing medical technology and especially the progress in medical technology play an important role. The scientific institute senetics, a successful partner of the healthcare sector and extern department for business development, research and development, supports its customers in an inimitable way. Thanks to a wide experience concerning the development of projects and products combined with an entrepreneurial know-how within the consulting sector - senetics helps its customers to achieve acceptance of the challenging competition. New ideas are generated, growth potential will be identified and converted into successful products.

Analysing the market and the technology itself is essential for a careful decision making and if the idea of a product should be picked up as a project or not. In 2009 Spectaris, BMBF and senetics found out that between 1995 and 2005 the subarea of implants and protheses increased by 12.5 per



Staatliche Referenzen ■

cent. The sector for radiation therapy and X-ray-systems increased by 8.5 per cent, the sector for therapy systems rose by 8.2 per cent. Senetics paves the way for an effective analysis of the market, competitors and technologies. In corporation with our customers our results are implemented - starting with the first basic concept, the producibility and development up to the point of readiness for marketing and market launch. Senetics is assigned to develop for companies of the medical, pharmaceutical and biological technology sector. The unique and network orientated project management gives our customers the possibility of an optimized development concerning costs, quality and time.

Complex Systems require an intelligent crosslinking of experts. Senetics offers the production of complex equipment and components via professional and competent industrial partners. In a fast, competent and cost-effective way

senetics - in cooperation with its customers - supports the market launch of the new product within the complex medical field.

Especially important concerning product development in the healthcare sector is the reconciliation of all development phases in accordance with particular authorisation like laws for medical products, DIN EN ISO 13485 and DIN ISO 14971. Senetics with its expert know-how gives you support including training and further education. An Integrated, intersectoral and interdisciplinary perception is necessary to exist within the healthcare-market. We gladly assist and bear our customers a hand to extend their business success. ■

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