

# MARKETWATCH

Weekly News Bulletin– Issue No.1

February 2018

## In this issue...

### ◆ Philips showcases unique portfolio of cardiovascular care solutions at TCT 2017

With a focus on cardiac and endovascular care, at TCT, Philips highlighted its advanced interventional imaging systems, diagnostic and therapeutic devices, planning and navigation software, and services. (Nov. 2017)

Philips also debuted its Refinity ST, the next-generation rotational intravascular ultrasound (IVUS) catheter. With exceptional deliverability, 5F guide compatibility, and 45 MHz high-resolution image, Refinity ST is designed to help clinicians meet the needs of their most complex percutaneous coronary interventional cases.

The recently FDA-cleared iFR Roadmap technology, exclusive to Philips' interventional labs, enables physicians to navigate vessels and coronary arteries in real time, guiding decision-making in the treatment of coronary artery disease.

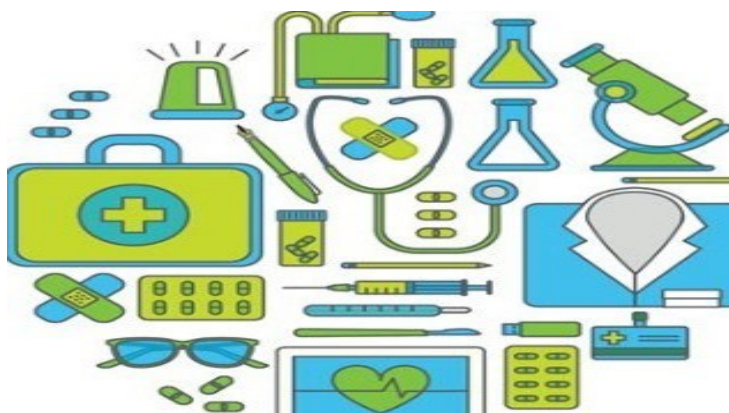
### ◆ Inzign - Plastics Injection Moulding and Assembly Disposable Medical Devices

Inzign is a B2B contract manufacturer specialising in plastics injection moulding and assembly disposable medical devices and has since advanced from a vendor to that of a reliable business partner for its clients. Inzign has since grown from strength to strength with a population of 160 employees and with footprints in Singapore and Indonesia.

### ◆ Top 10 innovations to achieve more for less in health care

- ◆ Next-generation sequencing
- ◆ 3D-printed devices
- ◆ Immunotherapy
- ◆ Artificial intelligence
- ◆ Point-of-care diagnostics
- ◆ Virtual reality
- ◆ Social media
- ◆ Biosensors and trackers
- ◆ Convenient care
- ◆ Telehealth

*Deloitte– 2017 Global Healthcare Sector Outlook*



## In This Issue

- Competition and product news
- Country News
- Customer News
- Biçakçılar News
- Highlights– What is in it for us?



Ultra thin needles make it possible to treat diseases that effect brain circuit

## In this issue...

### ◆ Robotic surgery markets are growing faster than humans can handle

By GlobalData Healthcare Jan. 30, 2018

From 2018-2025, the robotic surgery industry is expected to see 18% growth, exceeding \$1.0B USD by 2020. Educating surgeons in operating robotic surgical devices is a costly endeavor, involving deep anatomical knowledge, cultivating experience with patients, and long periods of practice with the robotic devices. Surmodics gets FDA 510(k) clearance for Telemark coronary/peripheral support microcatheter. Although independent robotic surgery is still in development, technology is improving so quickly it may overtake an already lagging niche for human surgeons. The market for robotic surgical systems will continue to grow in the forecast years, with minimally invasive surgical devices becoming more popular globally. Devices such as automated suturing devices will also see growth as robotic precision continues to be in demand.

### ◆ Deals this week: Kingstronbio, Ad Me Tech, Cardiovascular Systems

Verdict Medical Device News– Jan 26, 2018

Chinese company Kingstronbio (Changshu) Co Ltd has raised \$19.5m through a Series B funding round led by Salubris Biotherapeutics Inc (SalubrisBio). Ad Me Tech Co Ltd plans to raise CNY10m (\$0.089m) through the private placement of 64,500 new shares priced at CNY155 (\$1.39) a share.

The Japanese company plans to use the funds for the production of AMTC 300 B and self-heating needles for the National Cancer Institute of Ukraine and other hospitals.

Cardiovascular Systems Inc will distribute OrbusNeich's balloon products in the US.

Based in the US, Cardiovascular Systems is a medical device company, while OrbusNeich is a medical device supplier based in China.

The collaboration enables the two companies to expand their product portfolio.

### Medtronic to challenge Penumbra with new aspiration retriever

On January 16, 2018, Medtronic announced the FDA approval for its Riptide Aspiration System, completely changing the competitive landscape in neurovascular thrombectomy. GlobalData believes that Medtronic is gaining a strong foothold in the neurovascular thrombectomy market, seizing the opportunity to dominate what is anticipated to be one of the fastest growing markets in medical devices in the foreseeable future.

Medtronic is projected to gain market share rapidly due to the fact that the company already has a strong presence within neurovascular thrombectomy through its stent retriever, Solitaire. Gaining FDA approval for Riptide will also expedite the company's presence in markets outside of the US, where it will be expected to dominate the market, as its current stent retriever is widely used in countries across the globe.

While Penumbra's Ace was the first device to address the possibility of removing intracranial blood clots using aspiration, it was only a matter of time before its reign in this space came to an end.

Jan 29, 2018

# Mitral Valve Repair



Mitral valve repair: the next frontier

## In this issue...

### ◆ Mitral valve repair: the next frontier by GlobalData Healthcare, Jan. 17, 2018

Heart valve repair and replacement is one of the most innovative and exciting areas in the cardiac devices market. Competitors are constantly fighting to be the first to market with new and innovative technologies. In many markets, such as the coronary stent market, the technology is largely mature; one clear technology is preferred over the others, with niche uses for the rest. However, due to the incredible complexity of replacing and repairing heart valves, the technology is still far from being 'solved'.

In recent years, the heart valve market has seen the advent of transcatheter aortic valve implantation (TAVI) technology, which has vastly improved care in the aortic replacement space as well as providing high growth for many companies pursuing it. TAVI is the next step in the evolution past open-heart surgery to repair the valve. Open-heart surgery was a high-risk procedure with a relatively high rate of death, stroke, or other side effects.

As competitors flood into the TMVR space, we will doubtless see many strange and innovative technologies in this fresh space, making it worth watching for years to come.

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### The effect of value-based care on the medical devices industry

*Manufacturers need to demonstrate value to a new and broader set of stakeholders, including hospital administrators, payers, employers, and patients as consumers for specific devices.*

*Therefore, GlobalData expects this “proof-of-value” competition to become intense in the medical devices industry over the next five years.*

*By GlobalData Healthcare,  
Jan 17, 2018*

*“US-based Varian Medical Systems has entered an agreement to purchase all outstanding shares of Australian life sciences firm Sirtex Medical for about A\$1.58bn (\$1.28bn).”  
Jan 25, 2018*

## MARKETS- AFRICA

“Access is still the greatest challenge to health care delivery in Africa. Fewer than 50% of Africans have access to modern health facilities. Many African countries spend less than 10% of their GDP on health care. Also, there is a shortage of trained health care professionals from Africa because many of them prefer to live and work in places like the U.S. and Europe..”

*Letitia Adu-Ampoma,  
head of compliance in  
West and Central Africa  
for Sandoz*



Much of the current focus of health care delivery in Africa is on traditional and visible factors like HIV and malaria. However, changes in lifestyle and a growing middle class are making noncommunicable diseases like cardiovascular disease, cancer, and diabetes big issues among populations. Rapid urbanization and increased Westernization of lifestyles among the middle classes is causing an increase in the risk factors that cause non-communicable diseases.

People consume more fast food and packaged foods, which tend to have high levels of sodium; they engage in less physical activity, sitting in their cars and buses on their way to work; and they are more likely to consume alcohol in their leisure time. Another risk factor is an increase in smoking rates across populations.

***“The low-hanging fruit for many at the moment is providing health care to Africa’s growing wealthy class while creative, innovative, and sustainable solutions to providing care to the majority who cannot afford expensive care are lacking.”***

*South Africa's healthcare sector, supported by 249,827 registered practitioners, performs a critical role in society providing essential services to the country's population of more than 56.5 million people. With total expenditure rising to almost R378bn during the 2016/17 financial year, the sector accounts for approximately 8.3% of national GDP. Of this total amount, approximately R182.71bn is expected to be spent in public sector health facilities which serve more than 80% of the population while an estimated R189.08bn will be spent in the private sector.*

*Azure Tariro Makadzange, infectious disease physician*



# This is “Us” page...

- ◆ Innovative competition is growingly all around us, therefore we need to be aware of competitive actions and share the information internally in order to plan the portfolio for the future.
- ◆ More insight into selection of geographies and setting the strategies are needed. The more we learn, the more proactive we can become in offering solutions to the prospective customers. *In Africa, there seems to be a great need for entrepreneurs to start business in distributing medical devices because access by all is a main problem.*
- ◆ Mergers and Acquisitions are continuing full force indicating not every manufacturer needs to manufacture everything and partnership with those that are experts in a specific area can enhance portfolios enabling manufacturers to offer solutions to the market effectively.

## Patients are only going to become more empowered in 2018 and beyond

Medical device marketing can no longer exist simply as a means to raise awareness and increase brand visibility; it must provide educational resources and actionable advice. And in terms of strategies, many are already recognizing the value of a co-marketed microsite approach, which caters to consumers preferences both through more local-minded, personalized engagement from brands, and by offering people the opportunity to conduct research and make their own decisions.



5th Annual

**AFRICA HEALTHCARE WEEK 2018**

March 6th & 7th | Olympia, London

BIÇAKCILAR will be present at the Africa Healthcare week 2018 to meet with the government officials of various African countries as well as attend meetings organized by the Turkish Government.



## Turn Patient Preferences into a Competitive Advantage



### Contact Us

If you have any specific area that you need information on, please contact Corporate Marketing so we can focus on the specific areas to research to speed up your efforts.

**Güleren Somar, Director,  
Corporate Marketing**



For medical device marketing companies looking to remain competitive next year and beyond, digital direct-to-patient strategies should be a top focus