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<sup>2022</sup> President **LallianSe** &  
CEO **braintale**



**Marc Martinell,**  
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**Nils Reimers,**  
Director R&D,  
Government Affairs  
and Market Access  
**stryker**



#MoveYourInnovation



Julie Rachline,  
President **LallianSe** &  
CEO *brain'tale*



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# What does it take to successfully innovate?

- A. Disruptive product
- B. Adequate human resources
- C. Enabling environment
- D. No idea





Tomorrow  
∫  
Today

( optimized product × medical need × high-performing team ) △

► 2022<sup>©</sup> living labs immersed within hospitals



Hôpital  
Pitié-Salpêtrière  
AP-HP



Hôpital Bichat  
Claude-Bernard  
AP-HP

► Experts & Entrepreneurs in Residence

► Learn & connect

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# Is innovation far away from patients?

- A. Yes
- B. No
- C. I don't know
- D. I don't care





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## 2 hospital coworking spaces with **30+ coworkers**:

UroMems

SKEZI

LallianSe  
LIFE SCIENCES INTEGRATOR

Lowpital

Life Sciences  
Leadership School

medsenic

VistaCare

nissui  
pharma  
solutions

HealthTech  
For Care

kiplin

TOULINE  
life + sciences

aducenne

NeuroResp

# Innovation driver : is Innovation a mindset, a goal, a mean, a purpose? What is your focus?

- A. Patients interest
- B. Network & Community
- C. To de-compartmentalize
- D. All!





Dechert  
LLP



# 3 FestiLab with 10+ sponsors:

CM-CIC  
Innovation

Alizee  
YOUR COMMUNICATION PARTNER

TOULINE  
life.sciences

Russell  
Reynolds  
ASSOCIATES



# Reverse mode collaboration



**Julie Rachline,**  
President LallianSe &  
CEO **braintale**



**Marc Martinell,**  
CEO **minoryx** 

An example of results driven...  
Unexpected collaboration!

How Minoryx, a Barcelona-based biotech company and Braintale, a Strasbourg-based medtech company, ended up collaborating based on AI-driven supportive biomarkers?



#MTF2022  
3-5 MAY  
in  
BARCELONA

A MedTech Europe event  
**The MedTech Forum**  
bringing HealthTech stakeholders together

#MoveYourInnovation

# Corporate perspective



## Nils Reimers,

**Director R&D, Government Affairs and Market Access**

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# Our Innovation Journey

**#MoveYourInnovation**

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**Dr. Nils Reimers**  
Global Director R&D

## Mission

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Together with our customers,  
we are driven  
to make healthcare better.

## Values

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### Integrity

We do what's right

### Accountability

We do what we say

### People

We grow talent

### Performance

We deliver

**stryker**

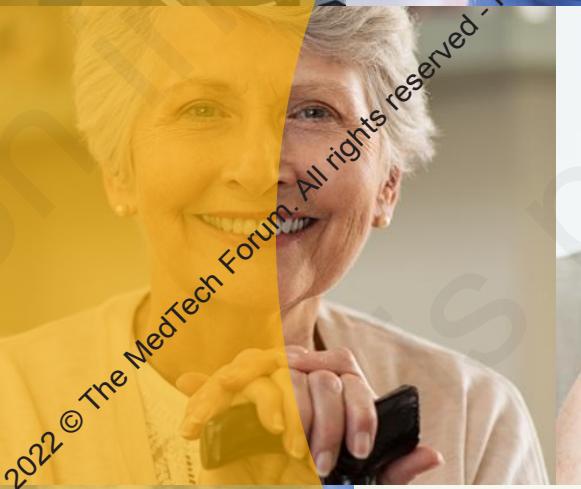
From customer's  
perspective



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To customers'  
perspectives



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# Focus on Patient Journey

## Impact on quality of life



# Focus on total costs of care. Impact on Value Based Health Care



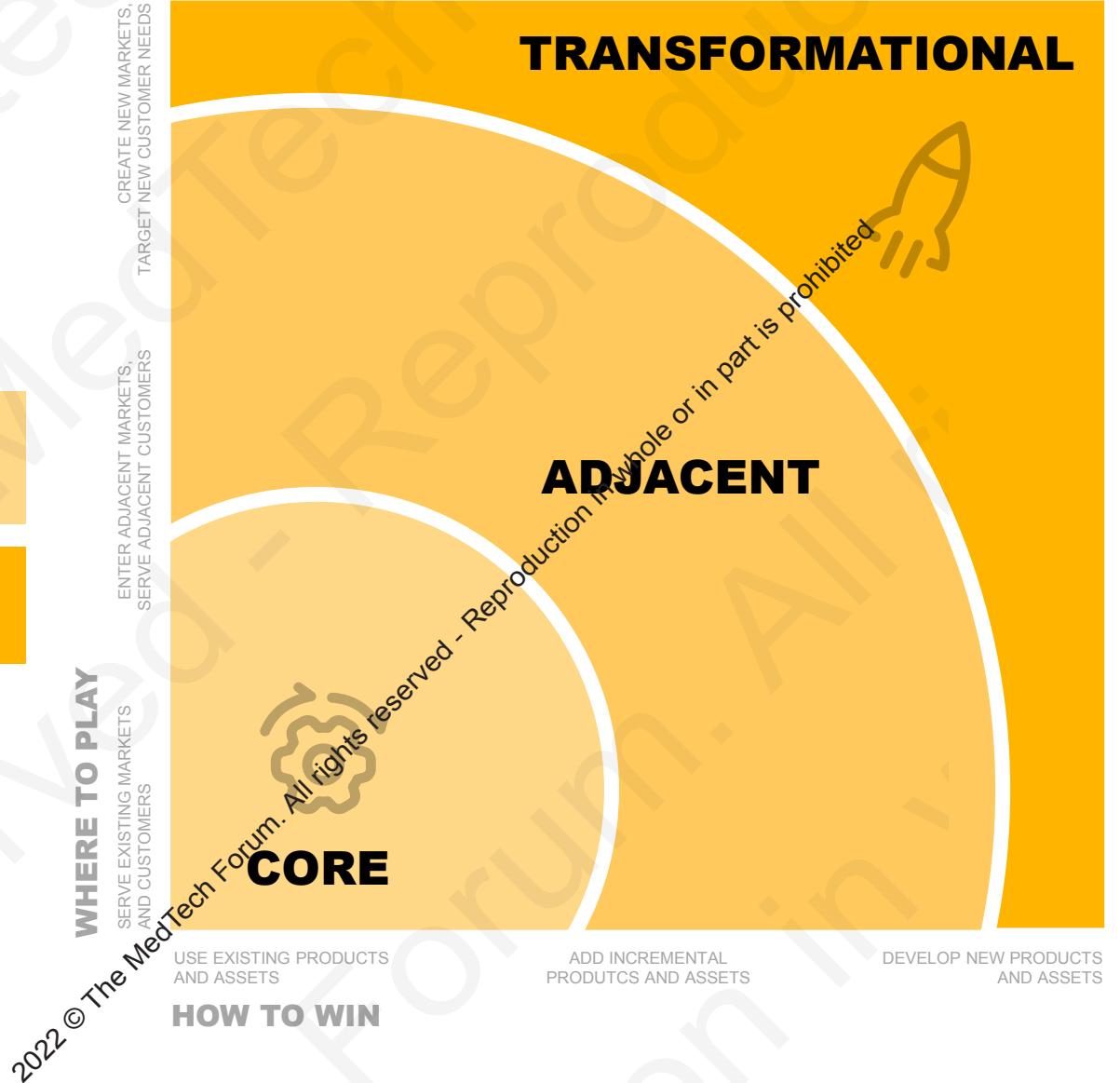
$$\text{Value} = \frac{\text{Health outcome}}{\text{Costs}}$$

Dimension

Level of innovation

# From **INCREMENTAL** to **RADICAL**

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# Dimension

**TRANSFORMATIONAL**



**CORE**



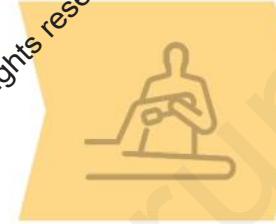
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# Dimension Extension



# Dimension Extension



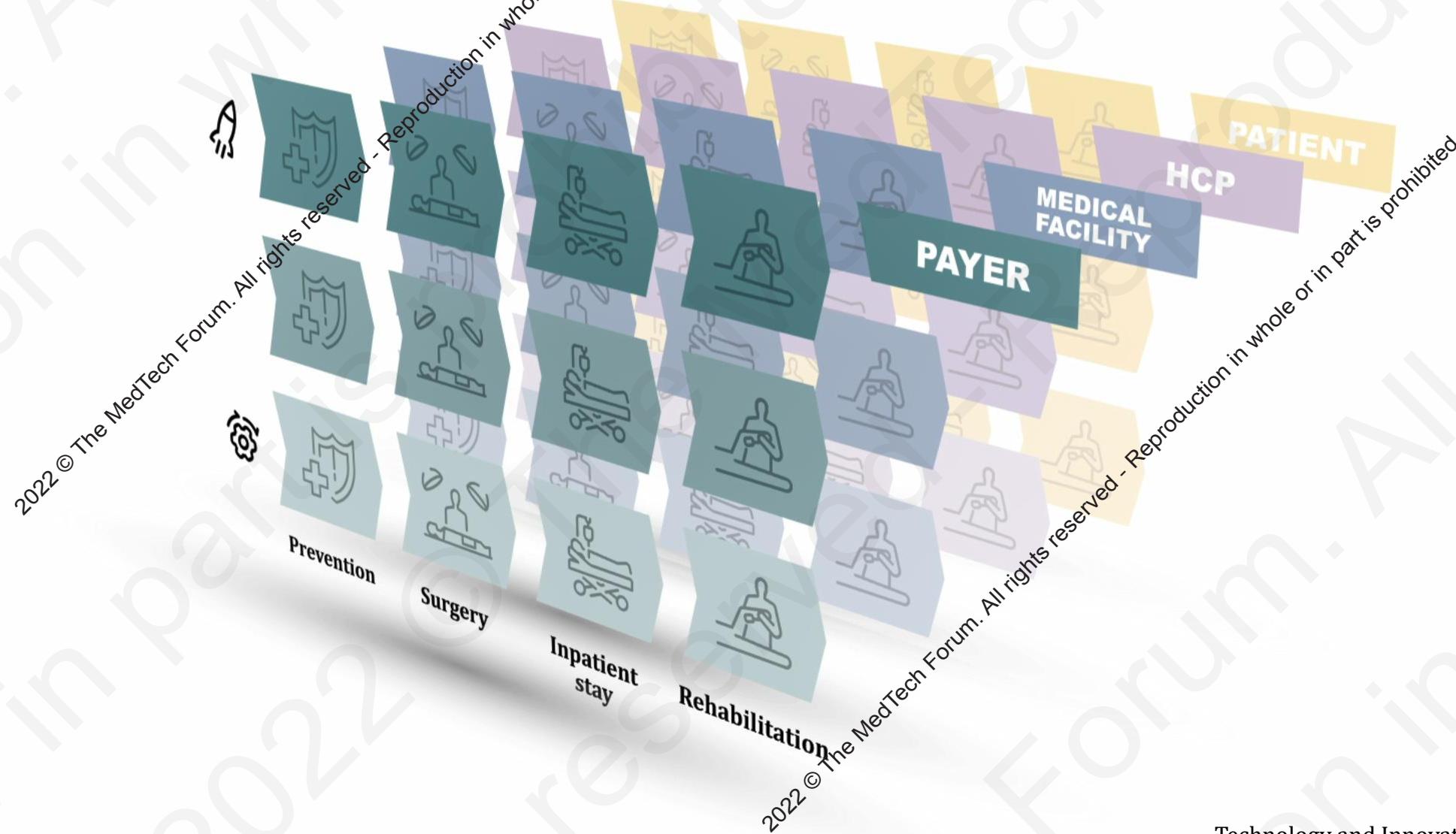
**Prevention**

**Surgery**

**Inpatient  
stay**

**Rehabilitation**

# Dimension Extension



# The Cooperate Immune System will always attack Innovation<sup>\*2</sup>

## - Challenges to Transformation -

# Key Takeaways<sup>\*3</sup>

- ✓ **Transforming People**
- ✓ **Get out of the building**
- ✓ **Learning by doing**
- ✓ **Speed**



Thank  
you!

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# What are the minimal requirements to infuse innovation mindset in your organization?

- A.** Top level management decision
- B.** Local decision
- C.** Your decision
- D.** Other ? Jump on stage!



# What do you expect from MedTech Europe regarding your innovation policy?

- A. Set up a task force to share experiences
- B. Thematic workshops with start-ups and SMEs
- C. Dedicated session at MedTech Forum 2023
- D. Stronger link with National Associations to identify interesting SMEs





More seriously, would you accept to contribute to an innovation task force with us?

- A. Yes
- B. No
- C. Maybe
- D. Call me back in 2030!

