



Summary

**Lecture of Prof. Dr. Marc O. Schurr,
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**Tor Vergata University, Faculty of Medicine and
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The healthcare industry – challenges and opportunities between medicine, technology and business

Healthcare is the single biggest industry in modern societies. 8-14 % of the GDP are spent for healthcare in western countries. In times of troubled public finances, healthcare expenditures are often subject to major critics and positioned into the problematic corner. On the other hand healthcare is traditionally an industry with above average growth in employment rates, thus providing labour to a major number of individuals.

New technologies - building blocks for the future of medicine

The current political discussion in many countries does not reflect the unique opportunity for the European economy to utilize healthcare as a spark for growth and prosperity. Medicine has traditionally been an area, which is innovation-friendly and absorbs new technology quickly to provide new diagnostic and therapeutic options. In this regard technology is an important trigger for the future of patient care. New opportunities arise from technology such as robotics, micromachining, new materials and computer sciences as well as multispecialty technology clusters such as tissue engineering.

Miniaturization – via “observation car” through the body

Microsystems technology has been sponsored by European governments for about one decade.

As a result we have a set of new technologies available that allows creating unique instruments for less invasive diagnostics and therapy. New imaging tools, wireless telemetric data transfer and a new sensors form the framework for future endoscopic products. For the patient this means less pain, shorter hospital stays and, most importantly, the opportunity to detect disease at early stages.

Taking responsibility - we are in charge of our health

The biggest burden both from a personal as well as from a public health perspective comes from chronic disease.

New means for disease detection and early treatment can provide a powerful tool against chronic disease and its complications. Among all others, nutritional disorders and their results will gain a dominant role in this decade. The rise of obesity and diabetes is highly associated with the nutritional behaviour of the individual. In this regard public awareness of the problem and professional patient focussed lifestyle advisory are key components to fight the epidemic of disease resulting from over-eating.

Acting in an entrepreneurial way – making use of the opportunities of the healthcare market

Given its major role for the economy and its dependence on technical innovation, the healthcare market offers great opportunities for companies to succeed with novel products. Besides multinational companies also small, innovation-focussed start up companies will be the winners in the healthcare market. The world market volume for medical products is in the size of EUR 170 billion.

Small companies depend on close interfacing with research and academia. To make full use of these potential, new collaboration models between medical research organizations, universities and business are required.

We have established a model in our own organization, which closely interlinks university-based research and teaching with business activities. In close association with our institute IHCI a number of start up companies are acting in product development, consulting and contract research, building a bridge between academic and commercial activities. This model allows us to leverage our strength in both academia and the transfer of research results into commercial applications.

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Prof. Dr. Marc O. Schurr

Prof. Schurr studied human medicine, and, after respective research work, he took a doctor's degree in healthcare technology (Robotics in Surgery). After medical school, business education followed at the St. Gallen Management Seminar, Switzerland. Before founding novineon, Marc Schurr had been working in medical research, for a leading device company and in management consulting since the early 1990s.

Marc Schurr is director of the Institute of Healthcare Industries at Steinbeis University, Berlin and is Professor of Management & Technology in Healthcare. He is also managing director of novineon Healthcare Technology Partners GmbH. He serves on the boards of international associations and companies in the field of medical technology.

novineon Healthcare Technology Partners GmbH

novineon Healthcare Technology Partners GmbH, Tuebingen, Germany, is a privately held consulting and contract research company with an exclusive focus on the healthcare industries.

novineon is a partner of business and science. As a professional services firm acting worldwide, our aim is to help our customers use innovation as a sustainable source of growth. Besides our consulting and contract research services for industry, we incubate emerging ventures and help them convert their technology into business success.

This clear profile and our grown skill in managing innovations made us an esteemed partner of medical companies.

novineon is acting in all sectors of the healthcare industry and has a worldwide network of partnerships with top-tier scientific institutions and organizations.

Out of its Tuebingen headquarters, novineon supports manufacturers and users of medical products in all aspects of development, validation, and market introduction.

Our customers are leading companies and research organizations worldwide.

IHCI – Institute of Healthcare Industries, Berlin - Tuebingen, Steinbeis University Berlin

Steinbeis University Berlin (SHB) is a private academic institution based in Berlin. Steinbeis University was founded and state-recognized in 1998. Its primary mission is the Transfer between Science and Business. IHCI - Institute of Healthcare Industries is positioned at the crossroads of medicine, technology and management sciences, focussing on research and education in the biomedical and healthcare field. Besides its academic and teaching functions IHCI entertains proprietary research and development in science, business and medicine. Besides its own teaching and research capabilities, IHCI has a broad network with other public and private institutions, worldwide.