



About Eucomed



The medical technology industry in Europe, a vibrant sector

The medical technology industry delivers a wide range of benefits to people, healthcare systems and the economy. It provides solutions which are increasing life expectancy in many disease areas, helping to promote changes in healthcare delivery and bringing considerable economic benefits to Europe.

By improving the quality of life of individuals requiring medical care, medical technology allows people to remain integrated, valued and productive members of society. At the same time, it drives changes that will make modern healthcare systems achievable and sustainable into the future. The sector makes a significant economic contribution to Europe, with a market size of €95 billion (30% of

world market) and employing around 500,000 people in high quality jobs. It is also a substantial force for innovation in Europe, reinvesting around €7.5 billion (8%) per year back into research and development. Small and Medium-sized Enterprises (SMEs) account for around 80% of all companies in this sector and are recognised as the engines of medical technology innovation research.



Representing the medical technology industry in Europe

Eucomed's mission is to make modern, innovative and reliable medical technology available to more people. The association provides effective representation for the industry at the European policy level for manufacturers and suppliers of medical technology,

backed by a strong network of national associations. By engaging constructively with policymakers, Eucomed promotes a balanced policy environment that enables the medical technology industry to meet the growing healthcare needs and expectations of its stakeholders.



A continuous dialogue with stakeholders

Eucomed maintains a regular, ongoing dialogue with key policymakers in Europe, including relevant European Commissioners and their services, Members of the European Parliament and the Permanent Representations of the EU Member States. In addition, Eucomed also engages in structured dialogue with other key health stakeholders, for example patients' organisations and groups, scientific societies and payers. It has a team

of around 25 specialists who are in almost continuous contact with these stakeholders. This ensures a rapid, coordinated policy response on behalf of its members to make sure that the value and benefits of medical technology to Europe's citizens and society is recognised and understood. Eucomed also ensures that relations with stakeholders are conducted ethically and professionally at all times.

Demonstrating the value of medical technology

Eucomed plays a key role in disseminating the wider benefits of medical technology to relevant stakeholders. The secretariat conducts a broad range of activities to demonstrate how and where the industry delivers value. These include broad multi-stakeholder platforms where trends and



issues can be examined and discussed. One of these, the MedTech Forum, an annual event organised by Eucomed, is Europe's largest health and industry policy conference, attracting a wide range of stakeholders to engage on the developments in the healthcare industry. The Eucomed secretariat's core competence is contributing constructively with industry expertise to the various EU policy initiatives and legislations to help shape a predictable, sustainable and appropriate regulatory environment for medical technology and innovation.

Providing data and evidence for social and economic benefits

It is also important that the social and economic impact of medical technology is properly quantified through effective research. Eucomed supports the European Health Technology Institute for Socio-Economic Research (EHTI), an independent research institute dedicated to developing data and evidence that demonstrates the social and economic impact of medical

technology and how it contributes to the economies of European Member States and their citizens. The data that EHTI develops is based on the latest statistics on the sector, and provides the most up-to-date information on the industry's economic impact. The data helps Eucomed in substantiating its interactions with policymakers, enabling them to make better-informed decisions.

Delivering added value for our members

Eucomed members **benefit from a range of services** provided by the secretariat. These include tools and training to assist in their day-to-day business activities.



Eucomed **comprises over 65 expert groups** which assist in dealing with active topics ranging from Regulatory, Economic and Public Affairs through to International and Legal Affairs, Ethics and Healthcare Compliance. Each

expert group and its members develop specific programmes and projects which contribute to supporting and shaping Eucomed's policy activities and objectives.

A number of specific sectoral groups, including Ophthalmology, Cardiovascular, Orthopaedics, Advanced Wound Care and Community Care are also represented within Eucomed.

The association regularly **organises meetings and events** that enable members to determine and shape industry positions on key issues, and offers training and workshops on subjects such as compliance certification, health economics, reimbursement, procurement and HTA to support members in their daily business.

Eucomed **collects and provides members with privileged and reliable data** on a wide variety of topics, thereby enabling them to make informed marketing decisions.

The medical technology industry key facts and figures

1. The industry in Europe had **sales of almost €95 billion in 2009; more than 30%** of the global sales of medical technology. The European industry is **growing at more than 5% per annum**.
2. Around **8% of sales are reinvested into the research and development** of new and improved products – **more than €7.5 billion**. This places the sector in the top tier of research investment in the EU.
3. There are around **22,500 medical technology companies** in Europe; of these some **80% are SMEs** employing less than 250 people; the total number of **people employed approaches 500,000**.
4. There are around **500,000 medical technologies** currently available to healthcare professionals, ranging from syringes and bandages to orthopaedic implants and pacemakers.
5. Improvements in medical technology happen at a remarkable speed; on average a product will be superseded by an **improved version within 18-24 months** of introduction.
6. In 2009 the medical technology industry filed **more patent applications than any other sector** - **almost 16,500** - equivalent to more than 12% of the total number of applications in Europe.
7. On average, **EU Member States spend 8.3% of their GDP on healthcare**; yet medical technology accounts for **only 4.2% of total healthcare expenditure** - a proportion which has remained relatively constant for a number of years.
8. **Medical technology contributed to a 13% reduction** in the average length of hospital stay between 2000 and 2008, cutting costs dramatically.