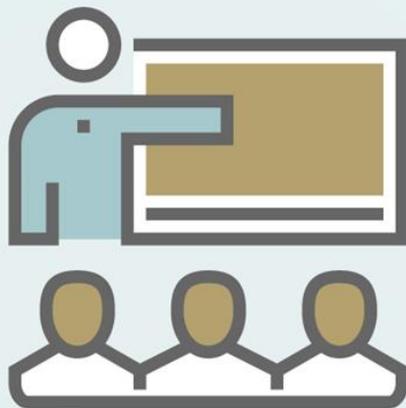




M E D I C A L B O A R D®
E X P E R T I S E I N H E A L T H C A R E

Our workshop offerings



www.medicalboard.ch



WHY MEDICALBOARD?

We know both sides...

Business

- The MEDICALBOARD team has well founded know-how and many years experience in the Healthcare Industry, especially with medical devices
- We have broad experience with strategic projects as consultants and team leaders for Start-Ups, SME's, and global enterprises
- Our team has extensive understanding of business and project development, market assessments and market sizing, as well as market development activities
- We have hands-on experience as serial entrepreneurs



Training

- We have designed and led customized in-house trainings
- MEDICALBOARD has taught project management seminars with diploma according to IPMA
- Our founder team has sound moderation experience (strategy meetings, workshops, focus groups)
- On a scale from 1 (yes, absolutely) to 10 (no, not at all), past participants would recommend courses with an average of 1.2 to their best friends





Our Workshops

The MEDICALBOARD training sessions are designed to bring a new spirit into your team and initiate valuable reflections. The courses will encourage participants to rethink and sharpen their ideas and approaches. In addition:

- Participants will learn the basic skills and techniques in the respective area
- The participants will practice in small teams how to apply the tools on practical examples and case studies
- Our courses are driven by:
 - Theory and practice
 - Content – application – inspiration
- Our workshops can be held in English and German and can be customized to your needs



In addition to our tailor-made sessions we offer various standard workshop topics.

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Bring Your Market and Competitor Analysis to the Next Level

Description: Your product idea is born, first prototypes are produced, and tests are realized. You know your market, but you still do not understand it? Your market approach, positioning and target customer profile are vague? If these are the challenges you are facing, this workshop session will help you to master them.

Objectives: This workshop will provide you effective and efficient tools and approaches to perform a market and competitor analysis. Furthermore, you will learn how to quantify the addressable market and gain in-depth market knowledge. In break-out sessions you gain hands on experience by discussing your project and/or tailor-made examples from the medical device or healthcare industry.

Topics:

- Market Understanding
- Market Assessment Tools
- Market Sizing
- Competitive Matrix & Profile
- Customer Profile & Value Proposition
- Market Segmentation

Who should attend: Product managers, business development managers, entrepreneurs and start-ups

Time & location: This is a one day workshop to take place on site at your company. Please contact us to agree on the timing of your workshop

Further information: Up to 20 participants can attend the workshop to be held in German or English.



The Power of Customer Centered Product Development

Description: What do my customers really want? How can I guarantee that my product will be accepted in the market? How can I ensure to get certification for my product? These are the ultimate questions for anyone developing a new product. Successful companies know that it's the customer who is in the driving seat and that therefore, including them in the product development process is vital. No one wants to develop a product that is not wanted or needed. If these are the challenges you are facing, this workshop session will help you to master them.

Objective: The objective of this workshop is to learn about new ways of solving customer problems and to create products addressing their needs. You will learn how to involve your customer early on in the product development process, understand the product development process for medical devices and the regulatory requirements regarding documentation.

- Topics:**
- Ensure product-market-fit
 - Building Minimal Viable Products (MVPs)
 - Framing a value proposition
 - Building and involving key opinion leaders in your product development
 - The product development process and its milestones
 - What you need to be compliant with medical device regulations

Who should attend: Product managers, development engineers or anyone working with product development, start-ups

Time & location: This is a half day workshop to take place on site at your company. Please contact us to agree on the timing of your workshop

Further information: Up to 20 participants can attend the workshop to be held in German or English.



How to Develop a Viable Business Case

Description: You need approval for your newest project and are struggling to prepare your business case? You are seeking funding and need to convince investors with a solid business case? You do not know where to get the information to prepare your business case? If these are the challenges you are facing, this workshop session will help you to master them.

Objectives: In this workshop you will learn about the elements of a Business Case, how to get the necessary information and input and how to avoid pitfalls in order to prepare a viable, convincing business case. Furthermore, you will learn about the great importance of the business case in the context of project planning, marketing and decision support.

Topics:

- Business Case Development Canvas
- Problem-solution-fit
- Project set-up
- Cost Benefit Analysis
- Scenario Analysis

Who should attend: Project managers, anyone working with a project, entrepreneurs

Time & location: This is a half day workshop to take place on site at your company. Please contact us to agree on the timing of your workshop.

Further information: Up to 20 participants can attend the workshop to be held in German or English.



Project Management / Performance Excellence

Description: You have a great product idea or a new project, but are struggling to structure it and align the different stakeholders? In an increasing competitive environment companies are turning to project management to deliver business results. With solid project management skills you will be able to make a plan that will increase the performance of your team. Being able to apply different tools effectively and efficiently increases the probability of getting projects delivered and products on the market.

Objectives: In this workshop you will, using simple methods and tools, learn how to structure your project into phases, define work packages and communicate appropriately with different stakeholders. After completing this workshop you will understand the key success factors influencing a project, foresee issues earlier and how to align the team to a clearly defined goal. This workshop improves the professional success and reduces the personal stress in a challenging environment.

Topics:

- Project planning and risk management
- Controlling and reporting
- Information and communication
- Managing interdisciplinary teams

Who should attend: Project managers and anyone working in interdisciplinary project teams

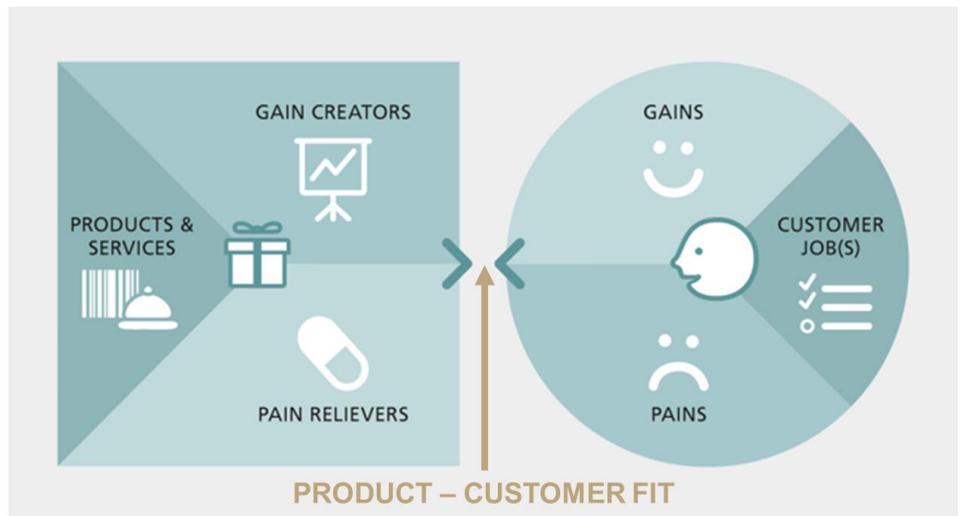
Time & location: This is a one day workshop to take place on site at your company. Please contact us to agree on the timing of your workshop

Further information: Up to 20 participants can attend the workshop to be held in German or English.



Sharpen your Value Proposition

Description: What are the jobs our customers are trying to get done when using our products? How does our offering address our customers' needs? What is the value we are creating for our customers? Why do our customers buy our product or services rather than those of our competitor? If these are the challenges you are facing, this workshop session will help you to master them.



Objective: In this workshop we facilitate the sharpening of your value proposition by developing a Value Proposition Canvas, ensuring the product-customer-fit. This will enable you to target the right customers and communicate with them consistently and effectively.

Time & location: This is a half day workshop to take place on site at your company. Please contact us to agree on the timing of your workshop

Further information: The workshop can be held in German or English.



Speakers / Moderators

Karina and Ulrike know both sides – business and training – and frequently hold workshops and seminars. They are co-founders and partners of MEDICALBOARD.



Karina Candrian holds a Master's degree in Economics from the University of Zurich and has more than 18 years of experience in the healthcare industry. As a founder of 3 companies she has a sound understanding of the challenges facing young entrepreneurs. Through her work as a consultant and in operative responsibilities in various management positions of MedTech companies she has profound experience not only in this industry, but also throughout the entire value chain, from strategic alignment, product idea up to sales and distribution.



Ulrike Neuberger holds a Double Degree in European Business Administration from ESB Reutlingen (Germany) and Universidad Pontificia Comillas (Spain). She has more than 15 years experience in the healthcare industry, mainly with Medical Devices and OTCs. She worked in different line functions as project manager and has a broad business understanding and sound experience in product management, market development and marketing. Since 2009 she has been advising companies ranging from start-ups to large corporations to successfully bring product ideas to market.



MEDICALBOARD

MEDICALBOARD is a boutique consultancy specialized in advising companies in the healthcare sector in the area of strategy, business and market development. Our clients range from global players to SMEs and start-ups in the MedTech, Pharma and Biotech industry.

Our commitment lies in ensuring the implementation of our clients' ventures and maintaining a long-term relationship. Most of our customers appoint us for several projects and we accompany them over various years.

Our core competencies & services

Our well-founded know-how and many years of experience in the healthcare industry allow us to offer a wide range of consulting services in six core areas:



For more information

