

# 26. Industriegespräch Chemnitz/Jena



Thema:

**Are we developing the wrong products/services  
in Medical Technology?  
Or, are we focussing on the wrong value propositions?**

Referent:

**Prof. Dr. Michael Friebe**

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Otto von Guericke University, Magdeburg

Die Diskussion leitet:

**Dr. Ute Bergner**

Geschäftsführende Gesellschafterin  
VACOM Vakuum Komponenten & Messtechnik GmbH

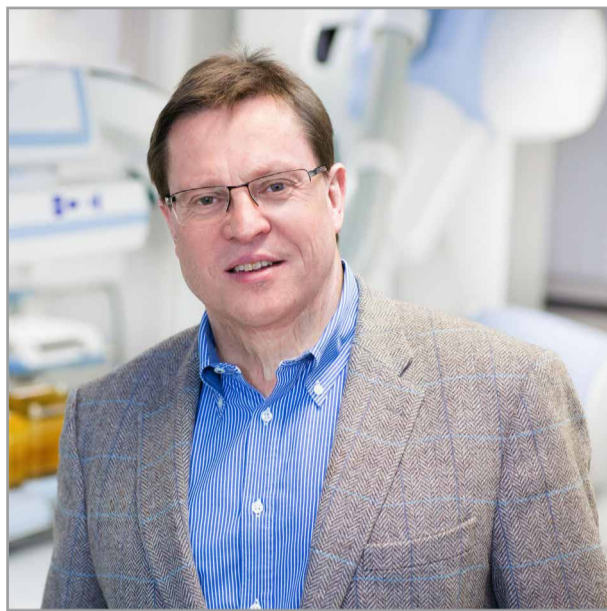
**Dienstag, 5. September 2017, ab 17:00 Uhr**  
**im Fraunhofer-Institut für Angewandte Optik und Feinmechanik (IOF)**  
**Vortragssaal Carl-Zeiss**  
Albert-Einstein-Straße 7, 07745 Jena

Ab 18:00 Uhr kleine Bewirtung im Foyer und Zeit für Gespräche.

Für die Teilnahme ist eine **Anmeldung** bis zum **25. August 2017** erforderlich unter:

[http://www.dpg-physik.de/dpg/gliederung/ak/a iw/industriegespraech e/chemnitz\\_jena/index.html](http://www.dpg-physik.de/dpg/gliederung/ak/a iw/industriegespraech e/chemnitz_jena/index.html)





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Michael Friebe's expertise is in diagnostic imaging and image guided therapies, as founder/innovator/CEO/investor, and scientist. After a BSc. in electrical eng. he spend 5 years in San Francisco as R&D Engineer at a MRI and Ultrasound device manufacturer. In that time he graduated with a MSc. in Technology Management from Golden Gate University, San Francisco. Back in Germany he started his first company (Mobile MRI) and worked in parallel on his PhD in Medical Physics (University Witten, Germany, 1995). He has started more than 15 companies, 5 as major shareholder/CEO. He is very enthusiastic about teaching innovation generation and MedTec entrepreneurship. Dr. Friebe currently is a research fellow of TUM, Munich and a professor of Image Guided Therapies at Otto-von-Guericke-University in Magdeburg, Germany, listed inventor of more than 75 patents, author of numerous papers, board member of three medical technology startup companies, and an investment partner of a MedTec investment-fund. Since 2016 he is also a Distinguished Lecturer of the IEEE EMBS.

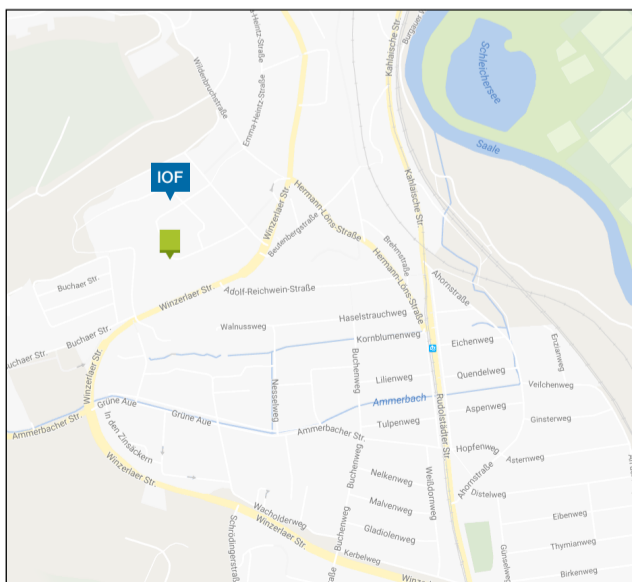
## Zum Inhalt des Vortrages:

### Are we developing the wrong products/services in Medical Technology? Or, are we focussing on the wrong value propositions?

Healthcare will change dramatically in the next 20 years with the emergence of artificial intelligence (including machine and deep learning), 3D printing, personalised diagnosis and therapies, shift from therapy to prevention, and many related delivery and economic changes. Huge opportunities are present in emerging and developing nations with completely different needs and infrastructural environments than we are used to have in Europe and with a completely different reimbursement system. The talk will present some of the changes that will likely come up in the coming years and subsequently focus on recognising the need for a change in our development and innovation process, that must focus on digitization and connectivity, small footprint, robustness, and low cost and with that explore alternative financing methods. Due to the regulatory processes in place and the ever increasing complexity of getting products into the market there could also be lots of opportunities for reverse innovation.

Following questions will be adressed:

- What are good versus bad value propositions for Medical Technology Products?
- What likely impact will exponential technologies have on healthcare delivery in the next 20 years?
- What entrepreneurial opportunities will develop?
- What is reverse innovation and can we benefit from that?



Beim IOF stehen Parkplätze zur Verfügung.



**Fraunhofer-Institut für Angewandte Optik  
und Feinmechanik (IOF)**

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