

Company services through partnership

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DI	EVELOPMENT STR	RATEGY GF	ROWTH	
STRENGTHEN CUSTOMER SUCCESS				
Value Creation	Strategy	Knowledge	Management	
Business Development & Market Access.	Business strategy to take your company to the next level.	Providing Healthcare ma intelligence.	arket Direct sales interim management & Distribution contracting.	
Proof of concept design Market access plan development Clinical Evidence Safety Evidence (CE) Regulatory Reimbursement Legal & Logistics Finance: Accountancy & Administration	 EU Country opportunity mapping Stakeholder mapping Key Opinion Leaders Economic impact and opportunities Business plan & Strategic plan advise in cooperation with partners in each EU country 	 Analysis of the EU Healthcare Country specific healthcare ecodynamics analysis in cooperation partners Provide product & business deveadvise through; Reporting Lectures Webinars 	onomic to prepare market access and local sales – direct EU sales organization - Select and contract distributors	
Key Customer Benefits				
EU Healthcare market knowledge Local market insight Supp		Support from experts	company business expansion	
	Confiden	tial	Revised March 12, 2019	





WEMA connect offers EU support:

- Professional service and dedication to the medical devices industry
- Knowledge of issues facing the medical device industry
- Multilingual capabilities
- Local presence
- Knowledge of the local markets and cultures
- Extensive experience in international business development
- Extensive experience in international sales management
- Access to multi-disciplinary networks (i.e. taxation, legal, logistics, real estate, etc.)





Market intelligence data & research

Market intelligence data and research

- Country "overview" reports offer macro level insights
- "Deep dive" reports go into varying degrees of depth
- Custom field research

Surgical Procedure Volumes

lacroeconomic Figures

We arm you with the knowledge you need to successfully enter a new market. You only get one opportunity to do it right.

Healthcare Demographics





Typical EU market information

- Healthcare market in general (structure, number of hospitals, demographics, etc.)
- Market of medical devices and trends
- Procurement of medical products
- Adoptability of New Devices
- Reimbursement system
- Competitors/competing technologies
- Market strategy of key competitors
- Profiles of market leaders
- Relevant Associations and Events
- Conclusions and Recommendations





Service package continued

• Quick scan:

Assess state of clinical, economic and other relevant information regarding a technology and then draws out a reimbursement strategy, action plan and timeline.

- Our fixed price for a Quick scan is EUR 5.000 per market.
- Action plan development based on company specific requirements
- It all starts with a **plan discussion** to specify company requirements and discuss the approach. WEMA connect BV and partner are able to cover all of the European Healthcare markets.
- WEMA connect & Partner- In-depth knowledge with multiple years of expertise at various levels as described in the attached slides.
- Taiwan Company specific info required;
 - Type of product / treatment / speciality
 - Introduction and plan lay out + EU preferred action plan
 - Time plan Time to market



Looking forward to support you!







DISCOVER YOUR BUSINESS OPPORTUNITIES AND SALES EXPANSION IN EUROPE

The European Healthcare market has a tradition of embracing new technologies, fast adoption of innovative products and treatment concepts. Healthcare standards in Europe are at the highest level. The diversity of Healthcare landscapes makes it extremely attractive to bring your company to the European market.

WEMA connect teamed up with strong partners across Europe to offer you custom made support from scanning market opportunities to market access and building relations with all relevant Healthcare stakeholders. We are here to help you grow your business!

We offer you excellent support and strong cooperation:

✓ Providing Healthcare market intelligence

Confidential

- ✓ Business development support & Market Access
- ✓ Clinical, Regulatory, Reimbursement, Legal, Logistics, Finance support
- ✓ Business strategy to bring your company to the next level
- ✓ Direct sales, Interim management & Distributor contracting



Wessel van Dijk CEO & Founder

WEMA connect BV

info@wemaconnect.com

www.wemaconnect.com



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