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## News Release

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### **TCG leads EuroMedTech workshop on how to enter the U.S. market**

At EuroMedTech 2009, Technology Commercialization Group (TCG) led a workshop for European companies that provided insights on how to compete with large medical device companies in the United States.

The goal of EuroMedtech is to help medical device companies forge partnerships to promote their products and advance their businesses. Over 250 attendees representing 200 companies participated in the conference held this spring in Duesseldorf, Germany.

Moderated by Dr. Robert Keefer, TCG partner, the panel discussion on the U.S. market provided a roadmap to successfully enter this market and avoid common pitfalls. “Bringing medical device and pharmaceutical products to the U.S. marketplace requires a thorough understanding of how customers make buying decisions in this unique environment,” Keefer said. “That means understanding cultural differences, reimbursement and insurance, product liability issues, regulatory requirements and the process for approvals, and the timeframe required for success.”

In his remarks, Dennis Burns, TCG partner and marketing director for Riemser, Inc., stressed that European companies have to understand that the U.S. market is quite different. While there are many examples, he said that some of the most important differences are in the practice of clinical medicine and in marketing. Burns then presented a detailed, step-by-step approach that would answer four key questions leading to a successful U.S. product launch:

- Where does your product fit in the current market and how attractive is the opportunity?
- What claims and positioning can you use?
- How can you gain product acceptance by key opinion leaders (KOLs)?
- What is the best initial sales and distribution platform?



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Burns also presented a case study on Riemser, Inc., a company that reached breakeven in two years with the U.S. introduction of its synthetic bone regeneration product used by oral surgeons, periodontists and implantologists.

Riemser's challenge, Burns explained, was to convince American dentists to use a synthetic product. "The initial opportunity assessment told us how to position and sell the product into the most profitable customer segments," Burns said. "And then a well-managed program to reach selected KOLs and industry experts helped us capture the market in the most cost effective way."

The panel also included Glenn Neuman, director of scientific affairs for New World Regulatory Solutions, and Dr. Detlef Wilke, supervisory chairman of Curasan Ag and managing director of Dr. Wilke & Partner. Neuman provided an overview of recent developments at the FDA and the steps required for medical device product approval. Wilke presented a case study of how Curasan Ag made the decision to bring its products to the U.S. market through partnerships and the formation of a U.S. subsidiary, and how those strategies led to a successful product launch and acquisition by a larger company.

Another topic covered by the panel was the current downturn and how it may influence the decision to enter the largest medical device market in the world. "The recession makes doing accurate market assessments even more critical to product launch success," Burns said. He added that European companies with medical devices that fill unmet needs should consider a U.S. sales launch now, despite the recession.

For more information on marketing medical device and pharmaceutical products in the United States or to get a copy of Burns' EuroMedTech slide presentation, contact Dr. Robert Keefer ([rkeefe@tcgbiopharma.com](mailto:rkeefe@tcgbiopharma.com)) or Dennis Burns ([dennis.burns@t-c-group.com](mailto:dennis.burns@t-c-group.com)).

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Technology Commercialization Group (TCG) works with CEOs and other senior executives worldwide to help them launch and develop markets and business operations in the medical device, pharmaceutical, biotechnology, veterinary and related healthcare industries. TCG is headquartered in Research Triangle Park, North Carolina. The company's European office is in Heidelberg, Germany.

For more information on TCG go to [www.t-c-group.com](http://www.t-c-group.com) or call the U.S. office at 1-919-941-0700 or the European office at 49-6221-27262.