

# Benion

MEDICAL DEVICE INDUSTRY CONSULTING

Americas | Europe | Asia

Your Partner  
**for going global**



BENION

**WE**

**MEAN**

**BUSINESS**



# Working ahead of the Future

*Our services cover all relevant sectors for maximising  
your global medical device market share and profits*

BENION is a company present both in the US and Europe and who keeps close connections to Asia. Our medical device global reach business operates on a foundation of integrity, commitment, focussed expertise and full transparency. These values consolidate our full-line service that is equally concerned with administrative, strategic and clinical affairs as well as with product, marketing and sales related themes.

As a medical device advisory firm, BENION is owned and run by a former CEO of a multinational wound care player. As a physician, BENION's CEO, Andre Riesinger, is highly experienced in the global medical device business both clinically and commercially.

BENION's advice and recommendations are based on the evaluations of independent and experienced medical device experts, each of them having at least one decade of extensive experience in the global medical device business. They are highly skilled in their field of expertise and come from a variety of backgrounds in different market segments. The team comprises of nurses, physicians, academic and business professionals.



Andre Riesinger (CEO)

Our core competencies focus on comprehensive advice on acute and chronic wounds (including burns) and associated medical areas such as dermatology, surgery and vascular.

BENION's network partners have consulted more than 70 medical device companies; start-ups, small companies and global multinational players.

**BENION'S ADVICE AND RECOMMENDATIONS  
ARE BASED ON THE EVALUATIONS OF  
INDEPENDENT AND EXPERIENCED MEDICAL  
DEVICE EXPERTS.**



# When global Strategy meets local Requirements

## *The advantage of a global network for local success*

BENION offers advice and bespoke solutions for start-ups, small companies and global multi-national players through internal commercial and clinical expertise and wide external international network proficiency.

Within the global market of medical devices, BENION specializes in precision planned business strategies and opens the door to dedicated professionals who will always strive to provide the highest level of support and services.

BENION follows its mission to provide comprehensive guidance for clients who wish to

- expand their business into additional territories, such as the Americas, Europe or Asia.
- grow under cost control and increase company value.
- expand and take over market share from competitors.
- expand their product lines to improve existing requirements or cover unmet needs.
- expand their overall profitability.

The global medical device market is a heterogeneous, dynamic and competitive sector. Access to this market requires profound insight into the myriad of regulatory, clinical and commercial systems of different territories. A medical device that has been approved in one country may have to satisfy new or additional requirements in order to gain market access in another country.

As a full-line service provider BENION offers advice on marketing and sales themes. Once a product achieves approval for a specific market, local business rules may differ in order to comply with traditional and cultural conventions. Our local partners know how to communicate the advantages of your product – a basic requisite for your financial success.

Based on our in-depth knowledge and experience and together with our international partner network we will guide you on your path to commercialise your product and service brands, while expanding your sales territories and increasing your company value.

01

## Administrative Affairs

Regulatory. Reimbursement.  
Compliance. Legal.  
Health Economics.

02

## Strategic Affairs

Corporate Strategy. Investment  
Strategy. Brand Development.  
Commercialisation Models.  
Global Growth Strategy.

03

## Marketing

Market Assessment.  
Validation of Customers'  
Needs. Product Qualifica-  
tion and Positioning.  
Internal and external  
Communication.  
Medical Writing.

04

## Sales

Distributor Assessment.  
Commercial Development.  
Marketing Team Training.  
Communication and  
Negotiation. Networking.

05

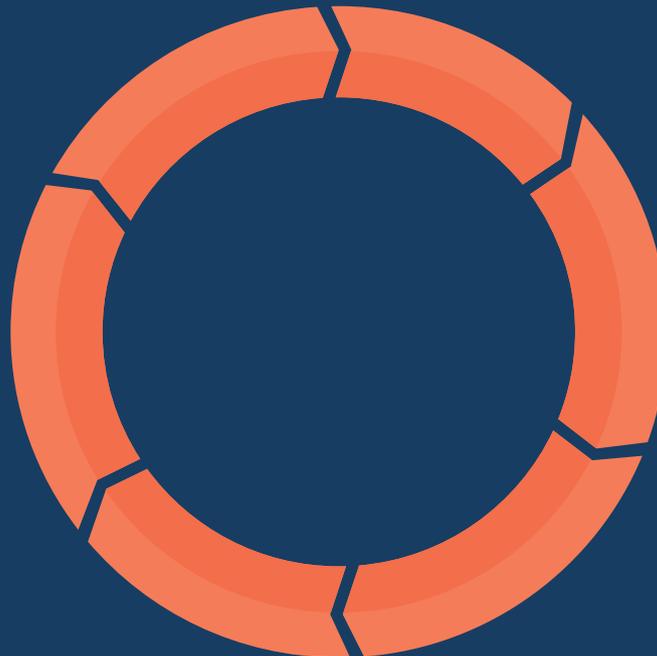
## Product

Product Analysis.  
Performance Validation.  
USP Identification.  
Competitor Analysis.  
Pricing Strategy.

06

## Clinical Affairs

Clinical Trials. In vitro  
and in vivo Studies.  
Clinical Advisory Board.  
Clinical Registries.  
Publications.



# Our Services

*BENION is a full-line supplier. All relevant  
areas for business growth are covered*

# Your Benefits

*Our customers appreciate the many benefits of using BENION*

## Experience & Competence

BENION's advice is based on the evaluations of independent and experienced medical device experts. Our internal team combines more than 70 years of clinical, commercial and regulatory expertise.

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## Individual Advice

Start-ups, small companies and multinational players differ in their global growth requirements. This is why BENION offers bespoke solutions – tailor-made for your individual needs.

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## Global Network

BENION's business partners are spread all over the world with our key personnel in the US and Europe having close connections to Asia. Based on our global network we are able to offer profound solutions for country-specific marketing and sales requirements.

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## Full-line Service

With BENION as your partner you get a full-line service – from strategic, administrative and clinical advice up to guidance targeted at commercial, sales and marketing matters.

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# Our advisory Services include

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**Regulatory.**  
**Reimbursement.**  
**Compliance.**  
**Legal.**  
**Health Economics.**

## Administrative Affairs

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Administrative affairs require a profound understanding of regulatory guidelines and standards applicable in different regions, countries and continents. With detailed knowledge of the global medical device market, BENION offers individual solutions with regard to regulatory, reimbursement, compliance, governmental and legal affairs. Also covered are health economics including economic modelling, data collection and statistical analysis.

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**Corporate Strategy.**  
**Investment Strategy.**  
**Brand Development.**  
**Commercialisation Models.**  
**Global Growth Strategy.**

## Strategic Affairs

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BENION's entry to strategic affairs is based on a portfolio approach that reflects your corporate strategy, growth ambitions and international expansion plans. To implement a clearly defined, long-term vision of your business, we offer support on investment and global growth strategies. Based on commercialisation models, we also stimulate the development of both, market-orientated business plans and brands.

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**Market Assessment.**  
**Validation of Customers' Needs.**  
**Product Qualification and Positioning.**  
**Internal and external Communication.**  
**Medical Writing.**

## Marketing

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BENION's approach on marketing focuses on two areas: territory specific market conditions and requirements, and communication.

Market-based activities include a comprehensive assessment or creation of your marketing strategy, i.e. validation of customers' needs, territory specific product positioning and price identification as well as internal and external product differentiation.

Communication-based activities comprise an extensive analysis of both internal and external communication strategies. The intention being the implementation of international communication strategies. BENION's support also includes medical writing of, for instance abstracts, manuscripts, reports and journal publications.

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**Distributor Assessment.**  
**Commercial Development.**  
**Marketing Team Trainings.**  
**Communication and Negotiation.**  
**Networking.**

## Sales

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BENION offers a wide network of optional sales partners, and a comprehensive assessment of your distributors' sales capacity with regard to market position, commercial development and global trade potential. We also offer individual trainings to enhance communication, negotiation and networking skills of your sales and marketing teams.

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**Product Analysis.**  
**Performance Validation.**  
**USP Identification.**  
**Competitor Analysis.**  
**Pricing Strategy.**

## Product

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BENION facilitates a comprehensive analysis of your products: Meeting customers' needs. Product alignment with your existing product range. Product performance under perfect and challenging conditions. Product positioning, USPs and product design. Product manufacturing, pricing and market share.

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**Clinical Trials.**  
**In vitro and in vivo Studies.**  
**Clinical Advisory Board.**  
**Clinical Registries.**  
**Publications.**

## Clinical Affairs

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Based on the experience of a multidisciplinary expert team, BENION offers creative input for the conduction of clinical trials including study design, protocol, implementation, execution, data analysis, write-up and publication. If required, clinical registries for in vitro and in vivo studies will be supported by a clinical advisory board.



**FULL-LINE SERVICE TAILOR-MADE.  
FOR YOUR GLOBAL BUSINESS.**

WHAT WE DO

# TERRITORY AND PRODUCT SPECIFIC

MARKET ENTRY

STRATEGY



# Medical Areas at a glance

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The medical device industry has developed a vast array of medical appliances that enhance the quality of life of millions of people all over the world. Broadly defined, medical devices comprise any kind of instrument, material or item that the manufacturer intended to use for prevention, diagnosis or treatment of a disease.

In line with their purpose and to match most patients' needs, medical devices are available in a wide range of sizes and designs. BENION has specialised in medical devices in the following areas:

## 01 Wound Care

Wound care devices include disposable products applicable for use on either acute or chronic wounds. Different kinds of dressings both with or without topical antimicrobial agents are available. In particular, chronic wounds usually manifest symptoms of underlying conditions that require an integrated treatment approach. Modern wound care products are categorized into different groups in many countries, which is of relevance for reimbursement systems, too.

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## 02 Orthopaedics

Orthopaedics focuses on the diagnosis and treatment, including surgery, of the musculoskeletal system. Relevant medical devices are designed to treat degenerative conditions, sports injuries, tumours, and congenital dysfunctions, to enable joint reconstruction, and provide trauma fixation devices.

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## 03 Surgery

Surgery represents a generic area of practice that covers e.g. orthopaedic, urological, and dermatological surgery where medical devices and associated consumables may be used.

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## 04 Dermatology & Biologicals

Medical devices within the area of dermatology comprise products for both medical and cosmetic purposes. An array of lotions, sprays and ointments as well as electronic devices such as phototherapy lamps, dermatology lasers, cryosurgery units, and skin biopsy punches are included.

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## 05 Antimicrobial Therapeutics

Antimicrobials can be divided into disinfectants, antiseptics and antibiotics. Antimicrobials are available in the form of, creams, sprays, foams, gels, rinses, ointments, pads, sheets and powders. Antimicrobial wound dressings can be impregnated with a range of agents, including silver, polyhexamethylene biguanide (PHMB) and other agents. Regulatory approval may prove to be a challenge in several countries.

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## 08 Urology

Urology represents the branch of medicine that specialises in diseases of the male and female urinary tract, and of the reproductive tract of males. Urologists often collaborate with oncologists and colorectal surgeons, so the range of medical devices also covers products required for minimally invasive robotic and laparoscopic surgery, laser-assisted surgery, and other scope-guided procedures.

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## 06 Rehabilitation Devices

Rehabilitation appliances seem to represent the most visible group of medical devices. These can be categorised into: mobility equipment (e.g. wheelchairs and walking assist devices), exercise equipment (for lower and upper body), body support devices (e.g. medical lifting slings) and daily living aids (e.g. bathroom and toilet assist devices).

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## 09 Interventional Radiology

Medical devices within the area of radiology comprise all kinds of materials, consumables, implements and machines that are concerned with the application of radiant energy (such as X-rays) or radioactive material in the diagnosis and treatment of different diseases.

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## 07 Vascular

Vascular medicine is concerned with the diagnosis, treatment and surgery of the vascular system, which includes everything involving veins and arteries. Cardiovascular medical devices, for instance, include artificial heart valves, coronary stents, and endovascular grafts.

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## 10 Consumables

Consumables describe regularly used medical devices that are either to be disposed of after one application (e.g. surgical gloves, compresses), or that can be re-used after cleansing (e.g. doctor's coat) or sterilisation (e.g. surgical instruments).

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WHAT WE DO

**PARTNER**  
**FOR YOUR**  
**MEDICAL DEVICE**  
**BUSINESS**

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# Benion

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Americas | Europe | Asia

**Benion GmbH & Co. KG**

Mendelstraße 11

48149 Münster (Germany)

Phone US +1.888.303.2102 (toll free)

Phone EU +49.251.980.1178

[www.benion-medical.com](http://www.benion-medical.com)