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Management Consultancy for Medical Products

- Consultancy • Project Management • Interim Management
- Commercialisation • Non-Executive Directorship

The Challenge

Entering the marketplace for Medical Products is a daunting but rewarding prospect.

Making the most of the opportunities takes significant effort, expertise and time.

These are commodities that are in short supply in many companies, particularly in the phase of initial start-up and expansion.

Therefore it makes sense to acquire the services of someone who:

- **Has experience of building companies with associated fundraising**
- **Has exhibited strong team building and leadership skills**
- **Understands the Customers within the market.**
- **Has long experience and success in marketing and selling to that market.**
- **Can advise on the best channel to market to achieve strategic and market share objectives.**
- **Is able to act at both a strategic and detailed level.**
- **Understands the Regulatory and Reimbursement implications and requirements.**
- **Has French and German language skills.**
- **Is available on whole or part time contract.**
- **And lastly, and perhaps most importantly, has the ability to carry out the necessary actions for you.**

The Individual

George Sampson has greater than 35 years experience in the Medical products segment of Healthcare. The majority of this has been in Corporations such as American Hospital Supply, Baxter Healthcare, Dräger and Stryker.

He has also participated in the construction of commercial organizations in newer ventures – The Urotech Division of Biocompatibles International, Tissuemed, SIRTEx Medical and Parafriacta.

Products include those used in Surgery (Orthopaedic, Cardiac, General), Critical Care, Urology, Oncology, Wound Care, Radiology and Community Medicine.

Rising through the ranks from salesman to UK General Manager and on to Global responsibility for Marketing and Sales, and latterly CEO of a SME medical device company, he has honed his skills in managing products, people and strategies.

An essential element of this has been the relationships George has built with key medical opinion leaders, mainstream customers, purchasers, administrators, distributors and corporate and noncorporate suppliers.



Management Consultancy for Medical Products

The Skills

- Company Strategy
- Business and Marketing Plan writing
- Fund Raising
- Team Leadership
- Market Research
- Market Analysis and Planning
- Product Strategies and Tactics
- Center of Excellence management
- Product Trials
- Regulatory approval support
- Partner & Distributor negotiation, selection and management
- Product launches
- Reimbursement strategy building
- IPR review
- Competitor Review
- Commercial organization review and development
- Customer Service and Technical Service establishment

Clinical Areas

Critical Care:

- Cardiovascular & Anesthesiology Pharmaceutical products used in Intensive & Coronary Care

Cardiac Surgery

- Haemodynamic Monitoring Single-use products and Instrumentation
- High end Ventilators and Patient Monitoring

Capital Equipment:

- Ultrasound Systems for use in Cardiology, Obstetrics & Gynaecology
- Specialist Medical Beds used in Critical Care, Obstetrics, Day Surgery
- Overhead Systems for use in SICU, CCU & Emergency Room

Operating Room:

- Orthopaedic Implants for hip, knee and spine
- Orthopaedic power tools
- Surgical procedure single-use products
- Minimally Invasive Surgery Camera systems
- Minimally Invasive Surgery instrumentation
- Surgical Adhesive systems
- Endo-Urology devices

Hospital Pharmaceuticals:

- Parenteral & Enteral Nutrition Products
- Critical Care Pharmaceuticals

Community:

- Urology devices for use in the community
- Long-Term clinical nutrition support systems
- Woundcare products

Emergency Medicine:

- EM training products
- EM Ventilation & Monitoring systems

Interventional Radiology:

- Radioactive microsphere systems for treatment of Liver Cancer
- Guidance systems

Additional Resources

George Sampson works in collaboration with a number of Associate Consultants; independent professionals with specific expertise in medical affairs, regulatory affairs, clinical research, product development, market research, statistics, strategic marketing, product reimbursement and pricing. Their expertise is in the European and the USA markets, as well as other export markets.

The Action Required

If you want to make the most of your opportunities (particularly before your competitors do!) and inhouse resources are stretched, consider the following...

- **A five-minute telephone call could save you time and money in the future, whilst contributing to your revenue stream much sooner.**
- **All contact is confidential.**

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