

Value of communication work rises

Berlin. Professional and strategic communication becomes increasingly important for the MedTech companies. This is one of the major results of a survey carried out by BVMed in the run up to the 4th MedTech communications congress. Even though communication is still embedded into or part of the marketing, the majority of the companies stated that public relations and media work is rising in its value concerning the corporate communication and holistic communication of the firms. Consequently, more than 67 per cent of the companies surveyed are supported in their communication work by one or several PR agencies. According to the survey, professional material for the media, the internet as communication platform and communication instruments in accordance with the target groups are becoming crucial issues.

New BVA President

Bonn. **Josef Hecken** is the new President of the German Federal Insurance Authority (Bundesversicherungsamt, BVA) and thus is the new chief supervisor of the health insurance funds. Since 2004 he had been Social Minister of Saarland. In his new position Mr. Hecken will play a leading role in implementing the Healthcare Reform, especially for the health pool, as the BVA sets the rules for it.

New statistics on the German healthcare market: Medtech expenditures rose by one billion euros

Berlin. According to the Federal Statistical Office (destatis) and the economic statistics the medical technology industry employs some 170,000 people in Germany. The health care spending in the medical devices sector in Germany amount to more than 22 billion euros - a plus of 1 million euros in comparison to the previous year. Of this amount, about 10.9 billion euros account for medical technical aids, 9.7 billion euros for other medical supplies and about 1 billion euros for the sector of medical dressings, which is listed in the category "pharmaceuticals". The share of Statutory Health Insurance in the total expenditure amounted to some 14 billion euros.

Healthcare spending in Germany amounted to 245 billion euros in 2006, according to the health report submitted by the

German Federal Office of Statistics in May 2008. This represents an increase of 2.4 percent compared to the previous year. Expenditures for healthcare corresponded to 10.6 percent of the gross domestic product or no less than 2,970 euros per inhabitant. The health economy thus remains one of the most important and largest market sectors of the German economy. A total of 4.4 million people work in the healthcare system, meaning that almost one ninth of all jobs in Germany are related to the health economy.

The statutory health insurance (SHI) funds account for the bulk of health fund spending in the German healthcare market. Their expenditures amounted to 139.8 billion euros in 2006 and hence surpassed the previous year by 3.9 billion euros or 2.9 percent.

"Kidney Alliance" to strengthen relevance of dialysis

Berlin. "Bündnis Niere" (Kidney Alliance) is a new initiative formed in order to highlight the relevance of dialysis for sustenance and quality of life of renal patients in public. The alliance plans to work closely with patients, physicians, and care association representatives in order to better inform politics and the public about the relevance and achievements of dialysis in Germany. "Bündnis Niere" was initiated by several member companies of the renal replacement therapy division of the Bundesverband Medizintechnologie BVMed: Baxter, B. Braun, Diamed, Fre-

senius Medical Care and Gambro. Dialysis in Germany has so far been a success story, according to the "Bündnis Niere". In Germany, high-quality care, that in comparison to international standards performs excellently, is available everywhere. The Kidney Alliance works towards maintaining and expanding this high level for the benefit of dialysis patients. In the past years the number of dialysis patients has risen continuously by 5 per cent every year from around 48,000 in 1998 to over 64,000 at present.

Read more at: www.buendnis-niere.de.

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Facts – Opinions – Background



Berlin. MedInform has published a new issue of MedInsight Germany, a background report authored by the German MedTech experts **Joachim M. Schmitt**

and **Manfred Beeres** together with **Sarah Smiley** from AdvaMed. MedInsight gives the latest news on Europe's biggest medtech market.

Topics from the new issue are e. g.:

245 billion euros for healthcare in Germany; Sickness fund wants to reimburse innovations earlier; More doctors in Germany in 2007; Study: health sector grows by 3.3 per cent; MedTech & Health Technology Assessment (HTA); Merkel: No changes to the health pool; Need of nursing care rises considerably; Decision on diseases for morbidity risk compensation; New „Kidney Alliance“ set to strengthen relevance of dialysis.

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