



Navigate Collaborate Accelerate

Why Medtech Partnerships Fail

RSVP for insights from medtech's leading experts!



Hakeem Adebisi
Chief Commercial Officer
Hegenberger Medical



Paul Hoff
Intl. Sales Manager
Acime Frame



Serge Rawyler
Sales Director
Somapharm

Wed Nov 30, 2022
11am EDT / 4pm GMT



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Craig MacInnis
Co-Founder and Co-CEO



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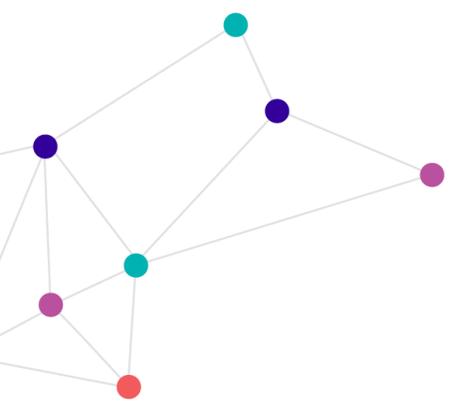
Opportunity awaits

21,858
MANUFACTURERS

21,179
DISTRIBUTORS

1,431
REGULATORY/MARKET
CONSULTANTS AND TRADE
ORGANIZATIONS





Relationships between manufacturers and distributors start with great expectations and enthusiasm. But often, these partnerships fail, resulting in lost revenue, lost time and lost ground to competitors.



Registrations

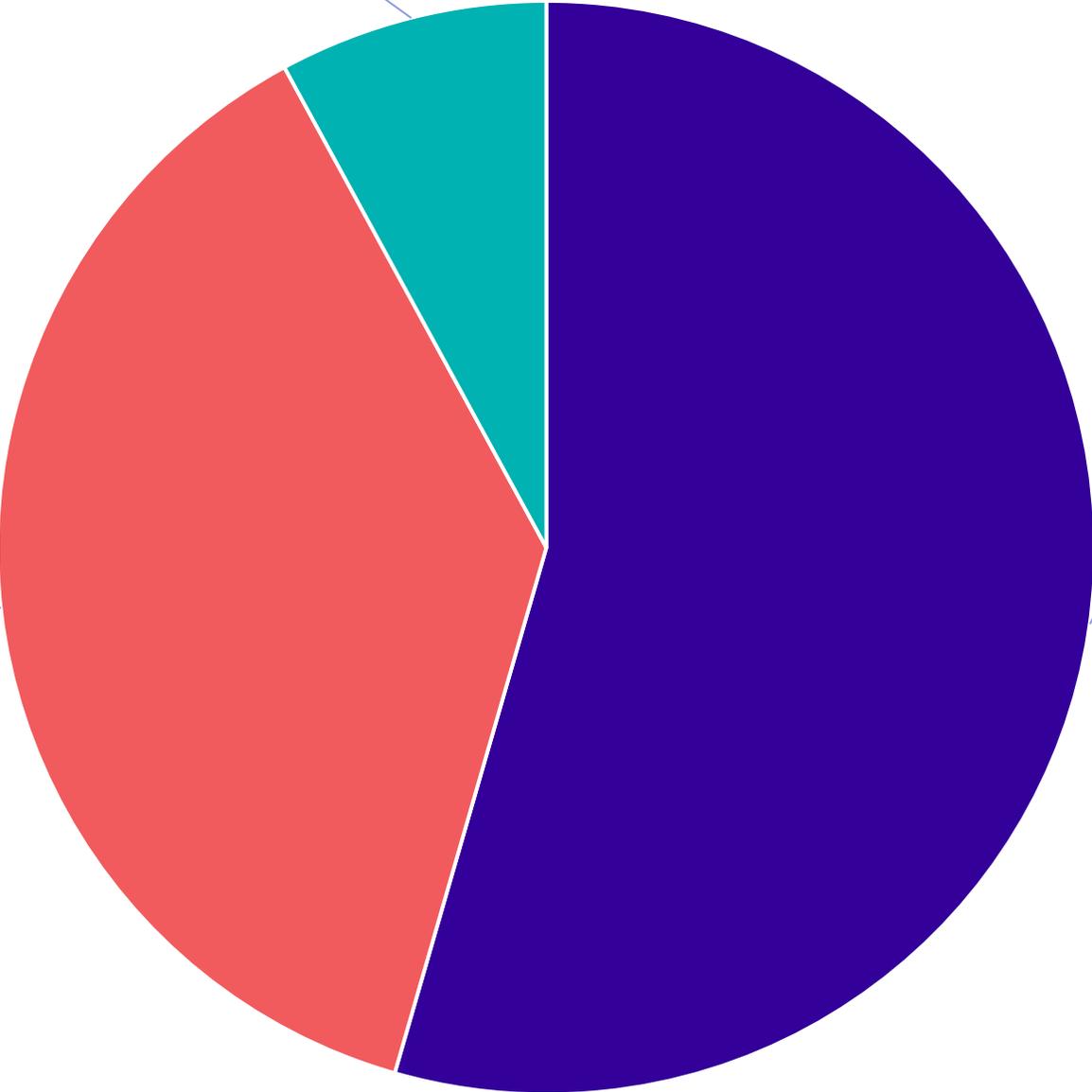
40+ Countries

6 Continents

Distributors/Dealers
38%

Other
8%

Manufacturers
54%





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PANEL DISCUSSION

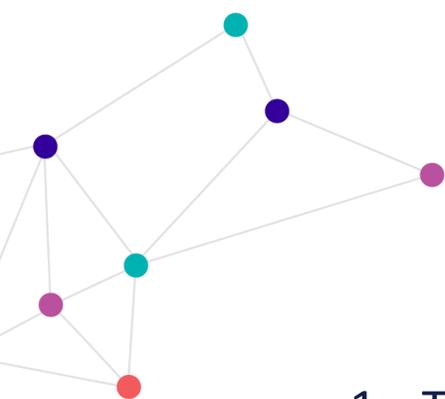
Market Discovery

Finding and Selecting Partners

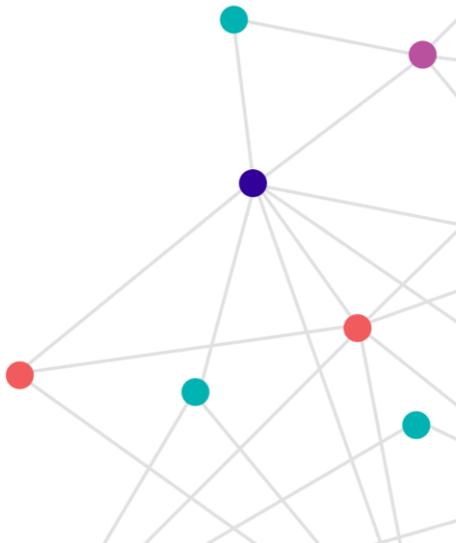
Laying the Foundation for a Great Partnership

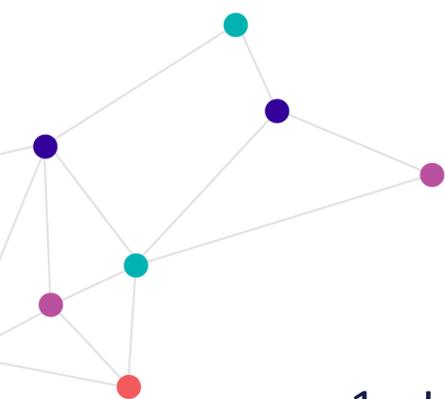
Partner Management and Collaboration

POLL

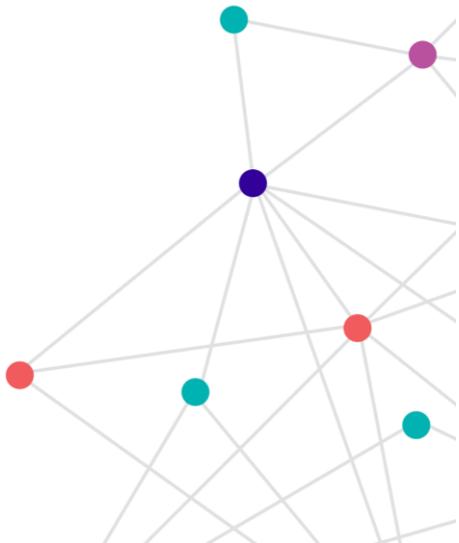


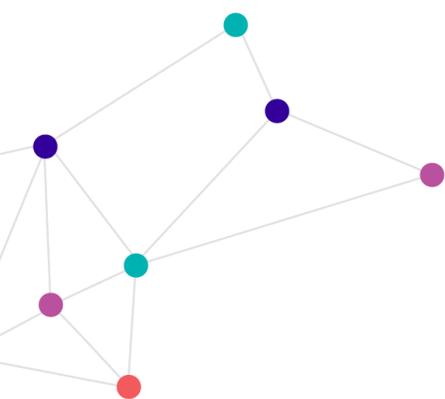
Market Discovery

1. To what extent do manufacturers need to understand new markets before they decide to enter the market? What should a market analysis include?
 2. What role does this analysis take in terms of helping the manufacturer and the distributor agree on pricing, the competitive landscape and other market dynamics (e.g. reimbursement model, purchasing dynamics, etc.)?
- 



Finding and Selecting Partners

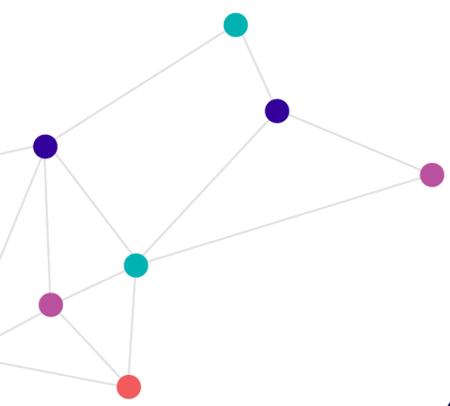
1. How do you go about finding new partners (distributors and/or suppliers)?
 2. What criteria should we use to qualify/screen a potential distributor (or supplier) for a good fit?
 3. Low cost/low tech products vs high cost/high tech products. Can distributors successfully pay attention to both? What is the impact on finding and selecting the right distribution partner?
- 



Laying the Foundation for a Great Partnership

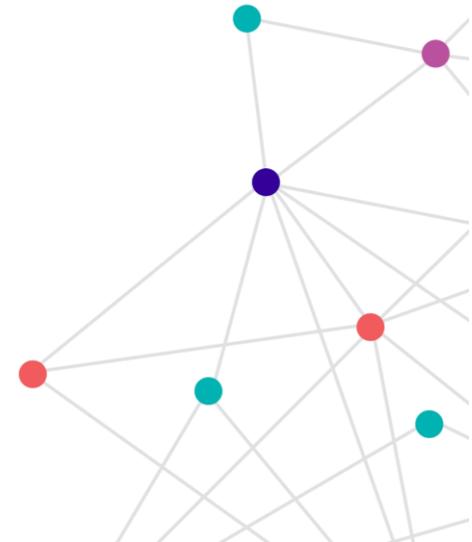
1. Can you speak to a specific example of a great manufacturer/distributor partnership in your business and what made it such a success?
 2. Exclusivity – what are the pro’s and con’s of an exclusive relationship between a manufacturer and distributor in a particular market? Which scenarios would normally indicate that exclusivity is necessary/important?
 3. A successful partnership requires the distributor to invest in developing the market through people, infrastructure, inventory, promotion and education. But, the payback on this investment could take a long time and manufacturers become impatient. How can both the manufacturer and distributor mitigate this risk so they are committed to successfully investing capital and resources in the partnership and looking forward over a longer term?
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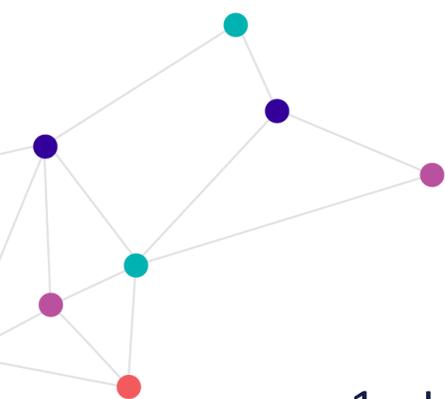
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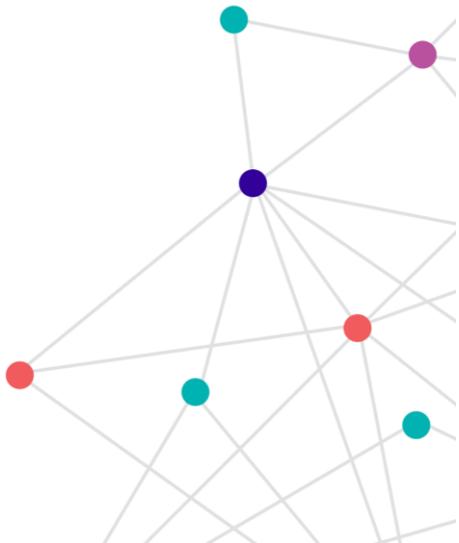
Laying the Foundation for a Great Partnership

4. What are some of the key metrics (beyond just revenue) that you think are important to establish at the onset of the relationship? (e.g. presentations to doctors, lining up KOLs, product trials in hospital, etc.)
5. What are some of the key contract terms that you believe should be in all contracts? With rising supply chain costs in the current market, is it reasonable to add CPI-driven adjustment clauses to contracts?





Partner Management and Collaboration

1. How often should we have a business review with each partner? Monthly, quarterly, annually? What are the most important items to discuss?
 2. What's the best way to keep your distributor's sales force engaged in your product so they will promote it frequently?
 3. How can distributors mitigate the risk of the manufacturer going direct in the market?
 4. How do you know when it is time to end a failing relationship?
- 

Q&A

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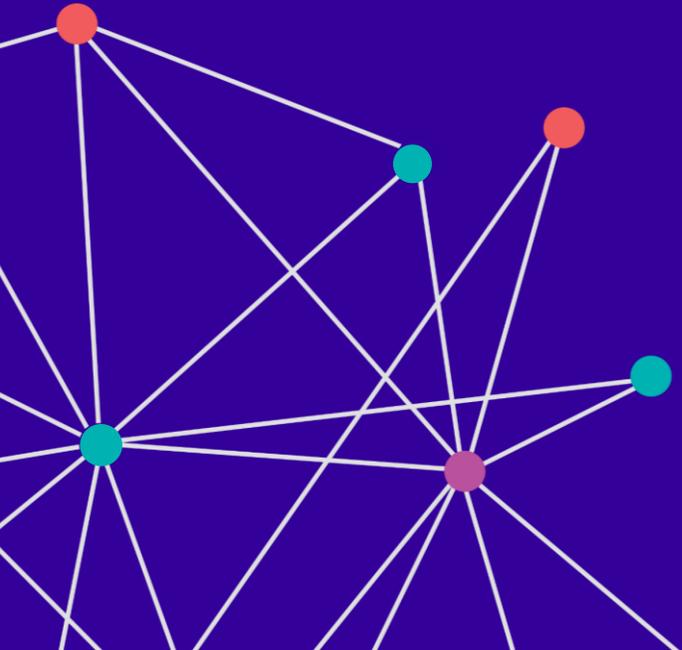
Thank you for attending!

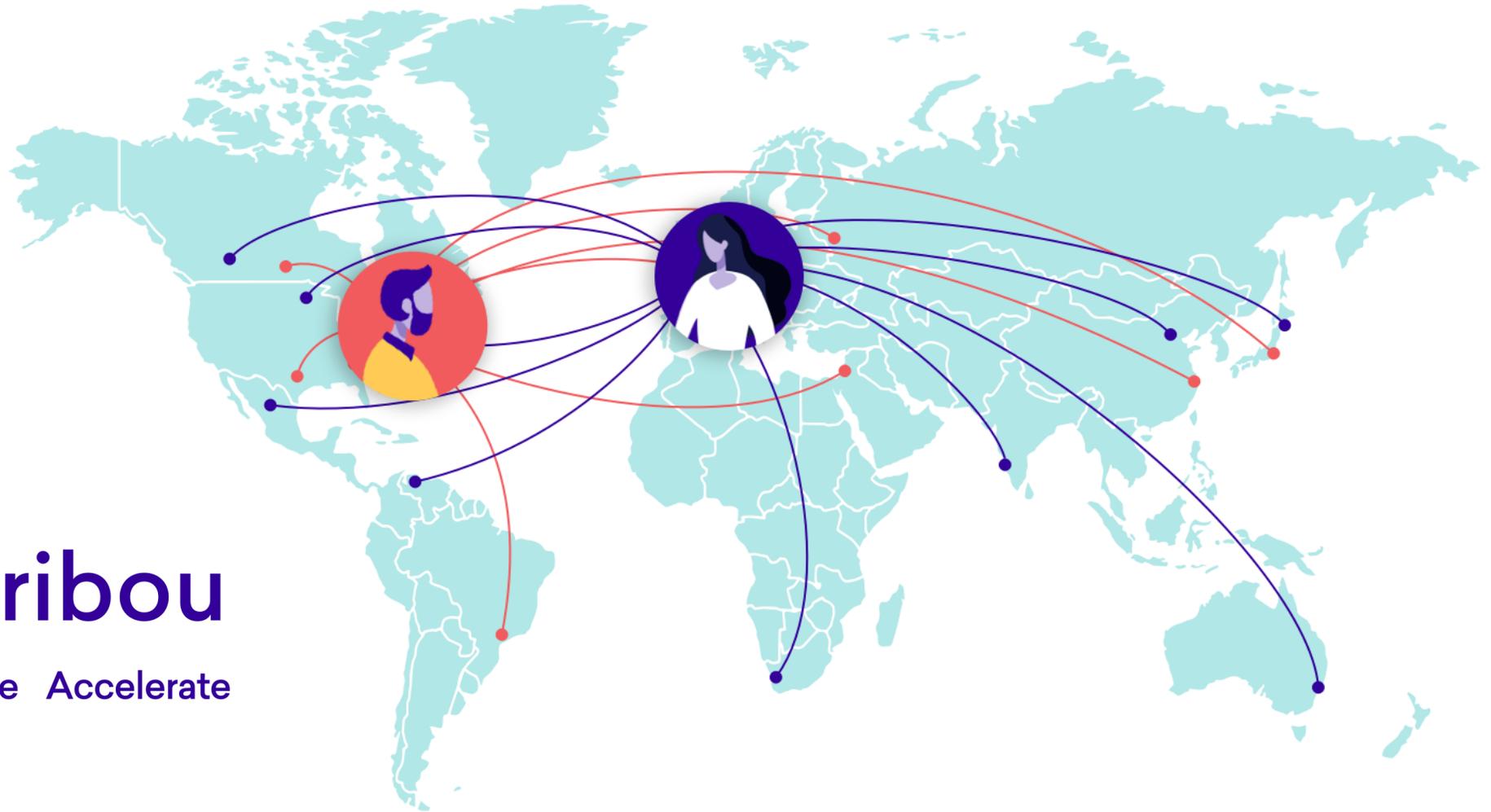
Contact Information for our Panelists

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