The Story of a Medical Technology Leader

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Medtronic: Living Our Mission in All We Do

alleviate pain

restore health

extend life

written in 1960
Diverse Businesses to Treat Many Conditions

Diabetes
Spine
Endovascular Therapies
Coronary
Neuromodulation
Surgical Technologies
ICRHF
Structural Heart
Today What Governs: Many Misunderstandings Regarding NCDs

**NCD Myths**

- “NCDs are diseases of affluence that don’t affect economic development”
- “NCDs affect elderly people, most of all men”
- “NCDs are largely preventable so that’s where we need to focus”

**NCD Facts**

- 80% of deaths from NCDs are in low/middle-income countries, causing major income loss
- 50% of NCD-related deaths are people in productive years, impacting men & women equally.
- Only 1/3 truly preventable. To alleviate the NCD burden we need a comprehensive approach: prevention, diagnosis, treatment and follow-up
- We need to adopt a life-course approach to addressing NCDs
Multi and Unilateral Donors: Mere 1-3% on NCD’s

Woe-busters
Global aid for health, $bn (2009 prices)

Source: Institute for Health Metrics and Evaluation, University of Washington

*Incorporated in US
NCDs and the “Fifth Risk Factor”

WHO 2011

IHME
Medtronic’s Call to Leadership and Action

- Contribute to Global Policy and Advocacy
  - 2014 OAS NCD Symposium
  - NCD Roundtable Leadership

- Strengthen Health Systems
  - Patient Awareness and Physician Education
  - Catheterization Lab Management Services

- Focus on Therapy and Business Model Innovation
Barriers to Care Span a Wide Range of Problems...

Increased Patient Access to Medical Devices
… But Present Unique Opportunity to Leapfrog & for Wide Range of Solutions: Imagination Required!

- Changing Location of Care Delivery
- Task Shifting
- Right-Skilling
- Locally-Appropriate & Asset-Light Design
Emerging market solutions require *ecosystem* development to achieve adoption.
Shruti: Ecosystem solution addresses barriers in care continuum

**Screening & Wax Removal**
- Community Health Worker: iHear kit-in-a-bag & training
- Urban poor & rural community screenings
  - iHear: kit & training
  - CHW: wax removal

**Diagnosis**
- Simple diagnostic links CHW to iHear staff & ENT surgeon via telemedicine
- Complex infections & hearing loss referred to ENT
  - CHW: referrals to ENT
  - ENT: consultation fees

**Treatment**
- ENT centers provide discounted services to referred iHear patients
  - ENT: surgical fees
  - MDT: otology surgery products
Thank You!