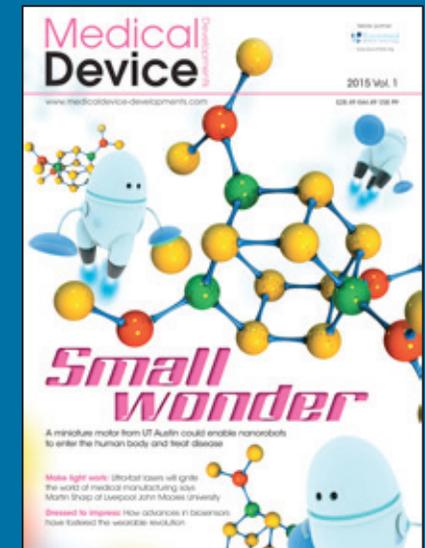


Medical Device Developments

Biannual

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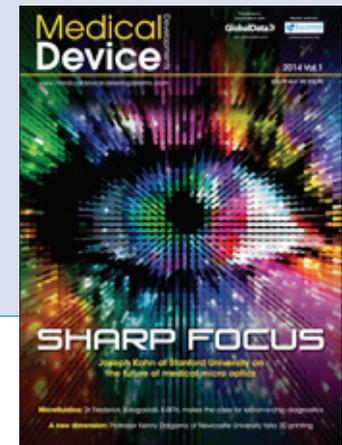


WHY IS MEDICAL DEVICE DEVELOPMENTS ESSENTIAL READING?

The medical device and diagnostic industry is currently valued at over \$150bn. Technological advances in medical device and diagnostics design are driven by an increasingly demanding market and legislative requirements. A growing patient population and a worldwide governmental drive towards preventive therapies are also fuelling the development of new and innovative devices. **Medical Device Developments** is published in response to the increasing information needs of the major global medical device manufacturers/OEMs. The publication, which will be published biannually in April and October of the upcoming year, will incorporate authoritative reviews of current trends and emerging technologies, and provide the industry's decision-makers with clear, concise and unbiased technical articles and case histories on cutting-edge developments, products and applications, drawing on the expertise of leading engineers and designers from around the globe.

The market for medical devices faces bright prospects for growth, but in order to succeed, manufacturing operations must perform at the top of their game. Competitiveness – and profitability – is enhanced by speeding the introduction of new products to market while minimising manufacturing costs.

Greg Gorbach, Director, Collaborative Manufacturing & Architecture, ARC Advisory Group



Medical Device Developments, whether you design and manufacture devices for:

- Anaesthesiology and pulmonary medicine
- Cardiovascular
- Dental ear/nose/throat
- General (general hospital and personal use)
- Invitro diagnostics
- Neurology
- Obstetrics and gynaecology
- Ophthalmic
- Orthopaedics
- Physical medicine
- Radiology
- Surgery

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Content

■ Electronics

We look at how an infected device on a health care network could be used to commandeer the device, steal data or simply hide, ready to be summoned for a larger distributed denial of service attack.

3D printed electronics wearable medical devices could revolutionise the market and allow consumers to monitor health and physical needs at a fraction of the cost. *MMI* looks into innovations such as flexible sensors, flexible conductive traces and electrodes.

■ Lasers

Laser marking can aid the industry in providing better traceability for its products., as Professor Peter Ogrodnik from Keele University explains.

■ Contract manufacturing

The globalised marketplace means that OEMs can now build up a network of contract manufacturers to support specific regions. We speak to Finlay Sawers of Johnson and Johnson.

OEMs can bring development partners on board a project to allow for greater innovation and new technologies. *MMI* reveals how this is especially prescient for developments with CROs.

■ Materials

Environmental stress cracking resistance is a major issue for medical devices. *Medical Device Developments* speaks to Genevieve Gallagher, senior scientist at St Jude Medical about the challenges involved with the process.

Platinum is used to make key components for a range of medical devices. Dr Christophe Dubois from the Department of Cardiovascular Diseases, University

Hospitals of Leuven, discusses the growth of this metal in biomedical manufacturing.

■ Coatings & surfaces

Could 'bacteria phobic' coatings be the way forward to reduce HAIs? *Medical Device Developments* speaks to Joe Byrne, the CEO and head researcher at Camstent.

Dr Cathleen Crudden, Professor of Organic, Organometallic and Materials at Queen's University in Kingston, Ontario, talks about high-precision carbon-based coatings.

■ Manufacturing technology

Automation has been a key contributor to better running costs and more production capacity. Ray Ardahji, global assistant director of Industrial Engineering & Continuous Improvement at Zimmer Biomet, discusses the art of lean manufacturing.

We speak to Jules Lejuene of the 3D Printing Association about what the technology has to offer the medical device industry.

■ Packaging

Holger Most, regulatory affairs lead EMEA, at GE Healthcare Information Technologies, speaks about analysing requirements for E-labelling of medical devices and possible strategies for implementation.

■ Microfluidics

Albert Folch, Associate Professor of Bioengineering at the University of Washington, talks about stereolithographic 3D-printing of PDMS (a biocompatible transparent rubber). PDMS are now available via a 3D-printable resin, which Folch hopes will change the manufacture of medical devices.

■ Logistics

Victor Machado of Siemens Healthcare Laboratory Diagnostics, speaks to *MMI* about the logistical challenges of accessing emerging markets while remaining compliant.

■ Sterilisation

With fewer safety risks and a faster turnaround time, vaporised peracetic acid sterilisation can allow medical device OEMs to sterilise products in house. *MMI* explores this issue with Dr William Rutala from the University of North Carolina.

■ Regulatory

Gabriel Adusei of Triune Technologies medical consultants looks into the details of the Medical Device Single Audit Program.

■ Biomaterials

Chuan Silvia Li of McMaster University and Global Research Solutions talk to *Medical Device Developments* about the future uses for PEEK in orthopaedic surgery and implants. We look at how the material has been used for a host of new procedures.

■ Materials (plastics)

Harvard University and MIT have come together to develop a new elastic polymer film that can be attached to the skin, and could be used to deliver drugs and work as a sun protection serum.

■ Photonics

Low radiation, low cost, flat panel X-ray detectors that use novel photonics technology are generating some of the highest resolution images ever seen in rapid moving body functions. Dr Sandro Tedde of Siemens Healthineers discusses the topic.

Editorial content is subject to change.

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Editorial Contributors

Medical Device Developments offers some of the most comprehensive editorial coverage for the medical devices sector. In 2016 we will be focusing on:

- **Electronics**
- **Materials & biomaterials**
- **Packaging**
- **Manufacturing technology**
- **Supply chain & logistics**
- **Filters & fluid control**
- **Wireless technology**
- **Regulations & legislation**
- **Embedded technologies**
- **Material solutions**
- **Contract services & component outsourcing**
- **Sterilisation**
- **Valves & pumps**
- **Nanotechnology**
- **Coatings & surface treatments**

A Selection of Past and Present Contributors

- **Industry Commentary**
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Circulation & Distribution

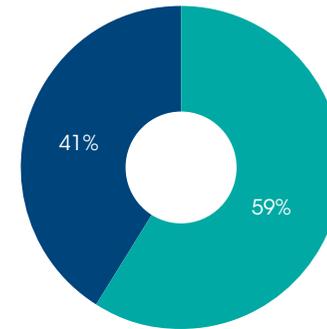
We continue to make a massive investment into the ABC accredited circulation of Medical Device Developments and have created the most exciting database available. Copies will be sent by name to key decision-makers in the medical device industry, which will generate a projected readership of approximately 41,000 (publisher's survey), accounting for the majority of all purchasing activity by the OEM community. The journal will be audited by the ABC after publication.

Representative job titles include:

- Head of Supply Chain
- Head of Logistics
- Head of Operations
- Head of Product Design
- Head of Research & Development
- Senior Process Engineer
- CEO
- Managing Director
- President
- Senior Packaging Engineer
- Purchasing Director
- CIO
- Quality Control Manager
- Technical Director
- Plant Managers
- IT Director
- Heads of Quality Control
- Procurement Manager

Within organisations such as:

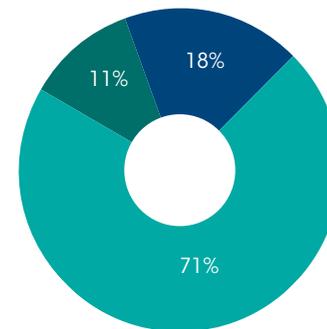
- St. Jude
- Cordis
- Medtronic
- Boston Scientific
- Edwards
- LifeSciences
- Stryker
- Zimmer
- Smith and Nephew
- DePuy
- Welch Allyn
- Resmed
- CareFusion
- Cook Medical
- Breas
- Smiths Medical
- Varian
- Nucletron
- Elekta
- Siemens
- 3M
- Johnson and Johnson
- Covidien
- Coloplast
- Convatec
- Covidien
- NovoNordisk
- B-Braun
- Kimberly Clarke
- BD
- Ecolab



Target Job Titles

59% C Level (including CEO, CFO, CIO, COO, MD, President)

41% Departmental Heads (including QA, QC, Purchasing, Regulatory Affairs, Marketing, Packaging, Compliance, Product Design, Product Development, R&D, Production, Manufacture)

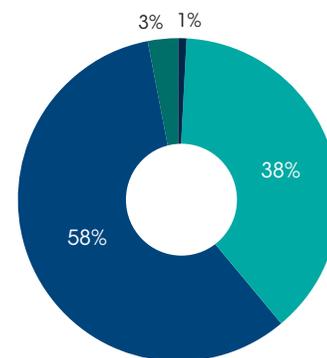


Manufacturing sector

71% - Manufacturer of Medical Devices

11% - Pharmaceutical Manufacturer

18% - Other (including In Vitro and In Vivo)



Geographical Distribution

38% Europe

58% Americas

3% Asia

1% ROW



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Digital Edition

An additional 20,000 copies of **Medical Device Developments** will be sent by email to the senior decision makers within the world's medical OEMs our research has confirmed have responsibility for buying, specifying and recommending new products and technologies.

High Impact

The fact your ad will be placed in front of a specialist audience with a confirmed interest in using products and services such as yours will stimulate an even higher level of response. However, the value of your insertion is increased further when you consider the viral marketing opportunities attached to the new digital edition. We estimate the digital circulation will treble to 60,000 as a result of the original recipient forwarding **Medical Device Developments** to their peers and teams.

The digital edition also provides live hyper-links to a chosen landing-page or email address to encourage instant access or ordering. In addition, your advertisement or editorial can be enhanced with sound, animation or video to create a greater impact and response.

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Our proven SEO techniques ensure each digital edition of **Medical Device Developments** is indexed by all of the leading search engines, providing yet another way to draw readers to your ad. Readers looking for specific information will be able to arrive at your page within the digital magazine as easily as they would arrive at your website.



Online advertising digital edition

■ Advert sizes

- Banner (468x60 pixels)
- Mini Tower (120x300 pixels)
- Spotlight (120x60 pixels)

■ Production details

All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats.

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Our online connection www.medicaldevice-developments.com

ONLINE: Intro

[medicaldevice-developments.com](http://www.medicaldevice-developments.com), in conjunction with its partner publication, enables easy and thorough communication between buyers and sellers through multiple, fully optimised channels.

Our online service brings together a global community of industry professionals and a wealth of market knowledge based around extensive experience.

ONLINE: Content

Stimulating content and focused services for your business:

■ Industry projects

Details of past, present and future projects, including an indispensable source of direct links to tier suppliers

■ Products and services

Categorisation of leading suppliers, providing buyers with crucial information for critical purchasing decisions

■ Feature articles

Strategic articles and compelling comment written by leading industry figures and covering the cutting edge of technological and strategic development

■ Newsletter

A monthly update containing links to new content and service providers

■ Key websites

A repository of knowledge containing major resources on the web

■ Events

The latest conference and meetings of particular relevance to the market

■ White papers

A repository containing the latest analysis, insights and technology solutions updates



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ONLINE: Content

A prime location to get your message to the right people...

Our expertise, contacts and community ensure that your message reaches the right people in the diagnostics community, and with maximum impact.

medicaldevice-developments.com delivers:

- Great brand awareness in line with your corporate strategy
- Potential customers to your corporate homepage
- Qualified business enquiries from your target markets
- Increased visibility for your latest products or services
- The opportunity for you to increase your market share and penetration

And most importantly for our key clients:

- Measurable results from qualified sources

Our key clients promote their targeted message through specifically designed profiles.

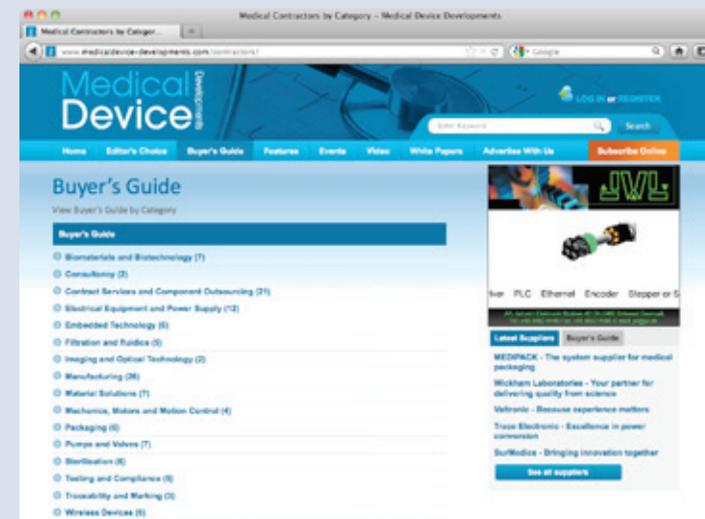
Each profile consists of:

- 600 words of optimised, product or service-specific content

- Five expandable images with captions
- Contact information
- Corporate URL

Optional profile additions include:

- Up to 12 press releases linked to your profile and included in the medicaldevice-developments.com monthly newsletter
- Downloadable white papers linked to your profile and housed in the white paper archive
- Exclusive lead banners, strategically positioned, at the head of an appropriate page within medicaldevice-developments.com to divert traffic back to clients' corporate homepage
- Advanced, industry-leading marketing statistics by WebTrends, providing exhaustive, real-time data on user sessions to confirm our clients' return on marketing spend



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