

Hansen Medical ● Enterprise

Hansen Medical Marketing & Com. was founded in 2003 as an expert driven platform to provide Business Development, Market Research, Clinical Surveys, Distributor Networking, PR & Communications to manufacturers of medical devices that aim at launching their products on the European markets and to develop their European market positions.

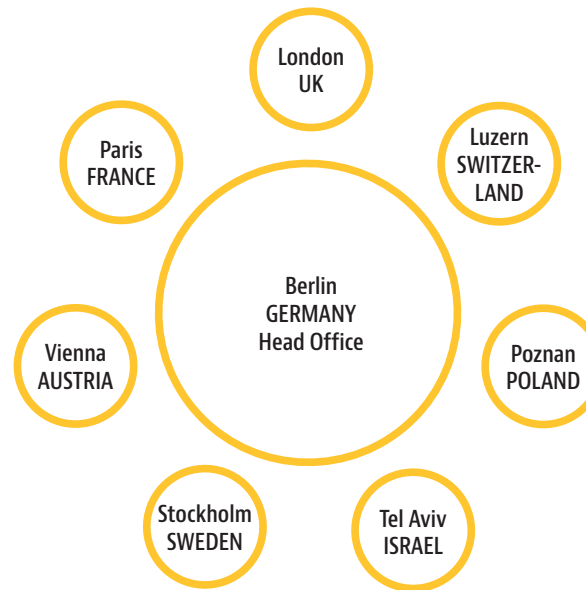
With its head office in Berlin Hansen Medical Marketing coordinates a structure of country agents in Austria, Benelux, France, Ireland, Israel, Poland, Romania, Slovenia, Switzerland, and UK.

Hansen Medical Marketing provides services in all medical market segments, and has meanwhile gained special expertise in the fields of Aesthetic & Anti-Aging Medicine, Cardiology, Dermatology, ENT, Gynecology, Nephrology, Neurology, Oncology, Orthopedics, Plastic Surgery, Psychology, Urology, and Venereology.

Hansen Medical ● Selected References

- Camurus (SE) ● Viveve (USA)
- Celon (D; now Olympus) ● NeuroTech (IL)
- Cyden (UK; now Energist Group) ● Phototherapeutics (UK)
- EarlySense (IL) ● QLT Medical (UK)
- Energist (UK) ● Renephra (UK)
- Implite (IL) ● Syneron/Candela (IL/USA; now: APAX)
- Indiba/SOR (ES) ● Ultramed (CH)
- Intermedic (ES) ● Ultrashape (IL; now: APAX)
- Medical Insight (USA) ● Venus Concept (IL/CA)

Hansen Medical ● Network



Hansen Medical ● Contact

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HANSEN Medical Marketing & Com.
for your

**BUSINESS
in EUROPE**

**Business Development
Market Access
Clinical Surveys
Communication
IT Strategies**

www.hansen-medicalmarketing.com

Business Development

NETWORKING for You

- Sales networking
- Distributor management
- Recruitment
- Subsidiary set-up
- Stakeholder liaison
- KOL networking

Market Access

STRATEGIES for You

- Customized market research
- Market access strategies
- Regulatory & compliance support
- Brand development
- P & L
- ROI models

Clinical Surveys

STUDIES for You

- Protocol development
- Medical writing
- Study center recruitment
- Ethical review committee applications
- Pilot studies
- Multi-center studies
- Reference center development

Communications

WORDS for You

- Advertising & PR
- Social media & blogs
- Online marketing & SEO
- Event organization & management
- Product communication
- Company communication
- Investor communication
- Employer marketing

IT Related Services

WEBMASTER for You

- Barrier-free website programming
- Websites & shop systems
Installation and maintenance
Plug-in & database installation/repair
- Legal concerns
Certificate integration/installation
Data use & protection according
to national regulations
- Quality assurance
User experience & code
Professional manual testing frontend & backend
Backups, complete code & data
- Transfers to new servers/hosts
Shop systems, websites, CMS systems
- Trouble shooting