

## A PARTNER of CHOICE

Chief Operating Officer of Medeco-ch, Sheela Bagnoud, tells us more about the Swiss family business providing quality medical implant distribution

**EME Outlook (EO): Firstly, could you introduce us to Medeco-ch, e.g., a brief overview of your main products and services, locations, client base, etc.**

**Sheela Bagnoud, COO (SB):** Medeco-ch is a Swiss family business created and developed in 2011 by Sheela and Cédric Bagnoud. The company is located in Duillier in the Canton de Vaud, halfway between Lausanne and Geneva. With a dedicated team of 23 people, our company distributes exclusively medical implants to hospitals and clinics throughout Switzerland to treat traumatology cases (broken bones) or patients affected with orthopaedic diseases such as arthrosis, bone deformity, etc. All products are stored, packed and shipped from our 1,000m<sup>2</sup> facility located in the countryside. Our main

partners are mostly situated in other European countries, including Kerimedical, Newclip, Orthofix, Bonalive and Bioretec, among others. We also have one supplier in the US (Viscot).

**EO: What differentiates Medeco-ch from the competition?**

**SB:** We are known for providing sterile set solutions that are immediately available whenever needed and without delay. We have a wide portfolio of such sets that allow you to immediately operate on patients with broken bones or deformity corrections. Products are on the shelf and surgeons can operate according to their needs without taking the decontamination and sterilisation process into account. These types of products are also proven to have a better carbon footprint than traditional reusable sets.



Our second strength is training. A lot of companies have decided to cut down on investments in this area, however we have decided that training our customers is a major focus. In partnership with our key manufacturers, we propose a wide range of professional courses on various supports (online and in person) which combine theory and practical sessions. Most of these courses are provided by peers, and this allows an exchange of good practice and case discussions.

The proper placement of implants assures a better fit and efficiency in their purpose. Our surgeon customers and the medical staff need to be confident in the implants and products that they are using in order to provide the best treatment to their patients.



Finally, we believe that service is crucial. We deal with all requests with the same intensity and care as if the patient treated were a family member. We deliver orders in 24 hours and our team is available to help and assist our customers at every step. We even have an emergency number available 24/7 if needed.

### **EO: What makes Medeco-ch a highly respected and reliable partner for the Swiss healthcare industry?**

**SB:** As a well-established Swiss distributor, we have the chance to partner with the manufacturers that we choose. Quality and reliability of the products as well as compliance with the present regulations in Switzerland are key factors in our selection. In the past year, we have invested a lot to secure product availability in the Swiss market. We have accepted the role of Swiss Representative in addition to our responsibilities as importer and distributor for our major manufacturers.

### **EO: What does innovation mean to Medeco-ch?**

**SB:** Bringing disruptive technology to the market allows the restoration of patients' functions and gives access



to treatments that are challenging or that the human mind finds complicated. Innovation is also about listening to the problems that our customers are facing and thinking out of the box to find the solution.

For example, for the treatment of rhizarthrosis of the thumb, we can propose a dual mobility thumb prosthesis called TOUCH which has proven to have excellent results in restoring the functions of the thumb.



### **EO: How long have you been a member of Swiss Medtech and how do you benefit from this membership?**

**SB:** We have been a member of Swiss Medtech since its creation. We were in fact already members of the former Famed group. Being part of an association like Swiss Medtech allows us to be active in the decisions that could affect us and the medical business in Switzerland. We get the support, feedback and advice of the whole sector and it is reassuring. We also get regulatory information and explanations in time without having to look for it.

### **EO: Finally, what are Medeco-ch's priorities for the years ahead?**

**SB:** Our priority is to understand the market needs even better and continue developing our services to our customers. We also want to maintain the sustainability of middle and small companies which can provide attractive and flexible solutions to patients in Switzerland. Competition is healthy!

**Medeco-ch**

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