

The Swedish Life Science Industry Organization
sweden BIO

Why Good Communication matters

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Communication is leadership

Good Communication is essential to maintain confidence in science. If we don't talk about science there may be no science to talk about.

Paul Nurse, President of Rockefeller University, New York

Life science is a key industry for economic growth and future prosperity

Swedish Life Science

- Sweden is one of the main Life Science industry nations
 - **Highest number of companies in the world per capita**
 - **On 4th place in Europe and 9th place globally when it comes to number of companies**
 - **40 000 employed**
- Over 20% of Swedish net export
 - **1983: 0,4 mrd kr**
 - **2003: 40 - 60 mrd kr**
- World leading companies
 - **AstraZeneca**
 - **Gambro**
 - **Phadia**
 - **GE Healthcare**



Research built the Life Science Industry of Sweden

Xylocain™, local anesthetics (Astra)

L-dopa (Arvid Carlsson)

Aptin™, non-selective betablocker (Astra)

Omnipaque™, nonionic x-ray contrast medium (Nyegaard & Co)

Bricanyl™, selective beta 2 stimulator (Astra)

Thromboxanes, (Bengt Samuelsson, Hans Bergström)

Pulmicort™, corticosteroid (Astra)

Fragmin™, low-molecular-weight heparin (Pharmacia)

Genotropin™, human growth hormone (KabiVitrum and Genentech U.S.)

Losec™/Prilosec™, anti-ulcer medicine (Astra)

Plendil™, calcium antagonist (Astra)

Refacto™, recombinant factor VIII (Biovitrum, Wyeth)

Nexium™, proton pump inhibitor (AstraZeneca)



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Some products from Swedish MedTech history:

- Ventilator (Engström)
- Pacemaker (Elema Schönander)
- Dialysis (Gambro)
- Radiationtherapy (Elekta)



The MedTech industry today:

- ~300 companies
- ~10 000 employed
- Income 2006: ca 5 mrd kr



We have produced some of the single largest revenue earning products ever - but where are we today?

- A global challenge: Increasingly complex regulatory requirements, Pipeline productivity problems, ageing population, higher demands for medicine, more capital needed, complex materia to explain....
- 1995: R&D spending of 15 bn USD gave approx 30 approvals
- 2007: R&D spending of 55 bn USD gave approx 20 approvals

A New Perspective

Start with the needs and the patients

Ask all the questions

- » **Why**
- » **What**
- » **How**

Attention, interest, awareness and action

Understanding makes it
Interesting and relevant

We have to reach out and make ourselves understood

“

We have to talk less about molecules and targets and more about the benefit and value we create.

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