

# Better together

Creating effective partnerships is a crucial aspect of staying relevant and innovative as an OEM. Nicole Kasischke, new business development director for **BYTEC Medizintechnik**, discusses the company's dedicated approach to collaboration.

**A**fter 25 years in the business of manufacturing medical devices, a company can easily grow stuck in its ways. As technology moves ever faster and tightening regulations require more extensive quality assurance, an OEM can find itself lacking the talent and manpower to deliver what its clients need. The result is an environment in which innovation is a difficult thing to achieve.

German-based OEM BYTEC Medizintechnik is aware of the pitfalls, as well as the benefits, of inventive pursuits in the field of developing and manufacturing medical devices. Its approach to a new project is centred on close collaboration with clients, partners and universities to ensure that the end result is a product the industry truly needs.

Nicole Kasischke, director of new business development, is in charge of setting up new clients and projects. She sees BYTEC's well-rounded way of looking at a project as the most attractive aspect for its clients.

"They're generally looking for the holistic approach to development: to focus not just on the device or the engineering solution, but also the whole user experience of the product," she says.

This approach includes working closely with medical practitioners, as the device's intended users, but most importantly, it begins with a customer-centric viewpoint. "The key thing is bringing the customer the best support. So we're putting them in touch with other partners if necessary and trying to find the perfect solution for them, even if we don't get a project out of it for us," Kasischke explains.

## Combining competences

One of the company's current projects is a point-of-care diagnostic system that Kasischke calls "a completely new approach", though it's still largely under wraps. BYTEC is working on the electronics, alongside several partners in specialised disciplines who are taking care of mechanics, software and disposables. The company takes its partnerships seriously, and Kasischke emphasises that she believes collaboration is an essential part of producing an innovative product.

"Of course it's challenging, but from our point of view, this is the only way projects will be done in the future – where you have to collaborate, sometimes with some of your competitors, to manage those complex products."

Sharing the workload between partners with specialised experience results in a product for which every aspect is well designed. Kasischke explains that for successful innovation to happen, OEMs must first understand their limitations.



BYTEC Medizintechnik believes that collaboration is a key part of innovation in medical device manufacturing.

"They should definitely know what they are capable of and, of course, what they are not capable of, and be open to adding the competence they need with different partners instead of integrating it in their own company. It's very hard to serve all the customer's needs exactly," she says.

The most important part of making it work, as in any partnership, is great communication and keeping everyone's eyes on the goal.

"It's important to sit together and solve a problem first instead of looking for who was responsible," says Kasischke. "The customer's timeline is the priority."

More manpower also translates to easier navigation of regulations and standards. Development partners with specialist knowledge can work together to produce a fully compliant and innovative device much more easily than one company would be able to do alone. Kasischke says this is also important internally for BYTEC, since the work of quality assurance and managing regulatory affairs requires dedicated departments. The company has recently increased its workforce to 80 employees in order to ensure it has the resources to handle this, and will soon be doubling the size of its facilities in line with plans to expand its manufacturing side.

The larger manufacturing facilities will be geared towards production of mid-size batches, while the company overall plans to work more closely with pharmaceutical companies in the coming years.

An OEM that puts collaboration and partnership first is well on its way to creating medical devices that will benefit the entire healthcare industry. 25 years in the business have given BYTEC a savvy outlook on its role. ■

**Further information**  
BYTEC Medizintechnik  
[www.bytecmed.com/en](http://www.bytecmed.com/en)

