

Interview: María Teresa Lopez - Managing Director, Zimmer Biomet Mexico



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María Teresa Lopez, managing director at Zimmer Biomet Mexico, discusses the medtech company's strong commitment to Mexico as well as the high added value of its broad and innovative health solutions to enhance patients' quality of life.

Please introduce the main activities of Zimmer Biomet in Mexico and the Mexican affiliate's current growth drivers.

Zimmer Biomet's purpose is to restore mobility, alleviate pain and improve the quality of life for patients around the world. All our actions are aligned with our commitment to patients and the healthcare community. Indeed, Zimmer Biomet is a global leader in musculoskeletal healthcare, and its growth is mainly driven by operational excellence, disciplined capital allocation and its broad portfolio of musculoskeletal solutions.

The unparalleled breadth and innovation of our product offering allows us to build on our competitive advantage in Mexico, but also across the world. We provide technologies and solutions spanning the entire continuum of musculoskeletal care.

In addition, through our extensive ongoing physician training and education efforts, we are able to optimize performance and outcomes associated with our products and services, and further bolster our market-leading position.

What has been your strategy to ensure the success of the affiliate considering the high dynamism of the Mexican healthcare and life sciences industry?

At Zimmer Biomet Mexico, we have a unique and deep understanding of Mexico's healthcare policies and its current market dynamics. Such local knowledge enables us to produce high-performing, competitively priced products and services that allow us to maintain quality and grow share, while keeping costs down. One of the company's key differentiators is its truly dedication to physician training, which ensures top quality healthcare delivery.

Why has Zimmer Biomet continuously expanded its commitment and footprint in Mexico?

Mexico represents an important growth opportunity for Zimmer Biomet as its aging population is increasing at a rapid rate, which in turn increases the prevalence of chronic conditions such as obesity, high blood glucose and arthritis – all of which contribute to the growing need for a variety of musculoskeletal interventions that Zimmer Biomet offers.

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In addition, there are several interesting and attractive figures that put Mexico in the spotlight of the regional medical devices industry since it is positioned as the largest supplier of medical devices to the US. National sales of medical devices increased 20.5 percent from 2014 to 2015; in fact, according to INEGI, the medical device industry in Mexico employs 126,152 people and it generated more than 5,800 new jobs in 2015. Furthermore, from 2010 to 2015 the medical device industry has contributed 0.27 percent of PIB reaching in 2015 \$40,335 million mxp (12.6 percent more than 2014).

In April 2014 Zimmer announced the global acquisition of Biomet in a cash and stock transaction valued at approximately USD 13.35 billion. Could you explain to our international readers how has it been perceived by your clients and how it has affected your operations?

Even though the operation was announced in April 2014, the merger of Zimmer and Biomet was finalized in 2015. It offered many competitive advantages such as broader product and solution offering thanks to the already existing innovation pipeline of both companies. In addition, we have enhanced our efficiency taking advantage of several key shared services and functions such as finance, HHRR, and so forth.

Could you expand on the added value of the unique solutions developed by Zimmer Biomet?

Zimmer Biomet designs, manufactures and markets orthopedic reconstructive products; sports medicine, biologics, extremities and trauma products; office-based technologies; spine, craniomaxillofacial and thoracic products; dental implants and related surgical products.

Nevertheless, within our entire product portfolio, our most unique solutions are our revision systems such as the Arcos[®] Modular Femoral Revision System and Vanguard[®] SSK Revision Knee System. Indeed, through these technologies Zimmer Biomet meets the demands of complex revision surgery by offering surgeons and operating room (OR) staff the ability to customize both the implant and its corresponding instruments assisting in the delivery of personalized care.

Which products are you aiming to launch in Mexico in the near future?

We have several upcoming product launches in Mexico to complete our portfolio including the Taperloc[®] Complete Hip System, the Comprehensive[®] Reverse Shoulder System, the Trabecular Metal™ Technology and sports medicine and trauma implants. We expect to experience interesting growth coming from such new launches in the next years.

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We have perceived a demographic transition in Mexico with an ageing population. In addition, when we had the pleasure to meet with Dr. Narro Robles he highlighted the crucial role of public and private partnerships to overcome national health challenges. How is Zimmer Biomet enhancing market access to your high-quality health solutions and technologies?

Mtro. Daniel Saúl Broid Krauze, Coordinador de Planeación de Infraestructura Médica IMSS, said that the public health infrastructure in Mexico is not sufficient for the Mexican population. Thus, one of the government's biggest challenges is to leverage the private sector to support public health institutions to continue delivering high quality treatment to as many Mexican patients as possible.

Zimmer Biomet is an active member of the Asociación Mexicana de Industrias Innovadoras de Dispositivos Medicos (AMID) and the Cámara Nacional de la Industria Farmacéutica (CANIFARMA). We work closely with these institutions to make regulatory affairs, market access and business ethics more efficient and coordinated. AMID's main objective is to promote the development of health systems in Mexico and improve the access to innovation that can improve lives.

Innovation plays a crucial role within the medtech industry. Could you expand how is Zimmer Biomet collaborating with healthcare professionals in order to address the device to both patients and doctors needs as well as to introduce the latest technological developments?

It's an exciting time to be a part of the healthcare system in Mexico today, as the government enacts sweeping reforms and regulations to ensure a uniformly high quality of patient care across public providers, such as the IMSS, ISSSTE and Ministry of Health. As one of the region's healthcare industry leaders, Zimmer Biomet Mexico welcome the responsibility of supporting physicians and healthcare institutions as they strive to optimize the delivery and caliber of patient care.

Our two-pronged strategy involves ongoing collaboration with healthcare professionals to develop the next-generation of products that advance patient care. In addition, Zimmer Biomet is also offering robust, hands-on medical education and training to ensure optimal use and treatment outcomes associated with our products.

We have perceived that digitalization and other trends are breaking health boundaries in the medtech industry. As one of the leading companies in your niche, what are your conclusions on that and how is this translated into product portfolio?

We believe that technological innovation is integral to product and industry innovation with the end goal of optimizing patient outcomes and improving efficiency in the delivery of care. Zimmer Biomet leverages a host of new technologies such as 3D printing, robotics, surgical navigation, patient-matched implants, software for pre-operative planning and a tele-rehabilitation platform.

What is the final message that you would like to share with our international audience as well as your current and potential partners?

Zimmer Biomet Mexico is committed to improving patient care by providing innovative treatments, improving the quality and delivery of care through robust physician education and training and working with local authorities to ensure that patients have adequate access to care.

As members of the healthcare community we have a significant responsibility to society. Zimmer Biomet is committed to being responsive to our customers' needs and earning their trust every day, which is reflected in our logo tagline, "Your progress. Our promise." In collaboration with healthcare providers, our products and solutions help treat patients suffering from disorders of, or injuries to, bones, joints or supporting soft tissues. It's not only what we make, but what we make possible.

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