



**Title TBC by
Anne Laure**



Greg Servotte

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SVP THV Europe
Edwards Lifesciences



Innovative and **results driven** senior executive



Blend of **engineering, field, marketing** and **commercial** tracks



25 years of leading wide teams in matrix environment

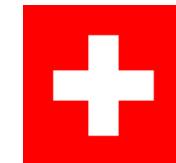


Driven by patients, passionated by people and energized by diversity



Exponential growth mindset

Who am I - as a person ?



Who am I – as a professional ?

▼
ALCATEL



What are my core values ?



Trends in Healthcare and Lifesciences

► **Demographic Trends :**

- ▶ Aging population : 840M people are above 65 (11% worldwide, 21% EU)

► **Economic Trends :**

- ▶ HC budget under pressure,
- ▶ Remote consultation and remote diagnostic (+15%) with HC apps downloaded 1.2B times in 2024 (+34%)

► **Disease Trends :**

- ▶ Mental Health (10% population, 20% teenagers),
- ▶ Diabetes (463M in 2025, 700M in 2050)
- ▶ Health Equity : Higher death rate above 70 years in minorities
- ▶ COVID19 mortabilty on people with comorbidities

Nine Predictions for Healthcare in 2025 (1/3) and imagining the future

1. From Health(care) to healthy aging

- ▶ Next generation diabetic health management through digital program
- ▶ Biomarkers and AgeTech reversing the risk of age related conditions

2. Better Public Health drive Better Productivity

- ▶ Gamification support the mental health of children and young people
- ▶ Smoking health literacy are delivered through smartphones and wearable

3. Clinicians are empowered by new diagnostic and treatment paradigm

- ▶ Nanotech used as drug delivery model for cancer
- ▶ Developing 3D printed hearts with remote imaging

Nine Predictions for Healthcare in 2025 (2/3) and imagining the future

4. The Who, What and Where of Work rearchitected

- ▶ Community pharmacist supporting patients virtually in 2025
- ▶ Smart hospitals enabling HCP to work differently

5. Care is designed around people, not place

- ▶ Streamlining the patient's experience of care, from home to hospital to discharge
- ▶ Remote monitoring and delivery of personalized treatment

6. MedTech are crucial drivers of Value Base Healthcare

- ▶ Streamlining stroke care and dramatically improving outcomes
- ▶ Digital therapeutics successfully treating chronic back pain

Nine Predictions for Healthcare in 2025 (3/3) and imagining the future

7. Companies have reversed the decline in ROI from pharma R&D

- ▶ Using AI to match patients to clinical trials
- ▶ Regulatory function is fully integrated across the R&D development

8. Next generation supply chain is integrated into healthcare and patient experience

- ▶ Real time End To End tracking of delivery of cell and gene therapies
- ▶ Deploying digital twins to drive efficiencies and reduce costs for manufacturers

9. Pharma and MedTech have prioritized decarbonisation

- ▶ Smart hospital infrastructures creating greener sustainable environment
- ▶ Reduce emission from the industries from R&D to final delivery



Aortic stenosis therapy and its treatment options



Edwards

Our Credo

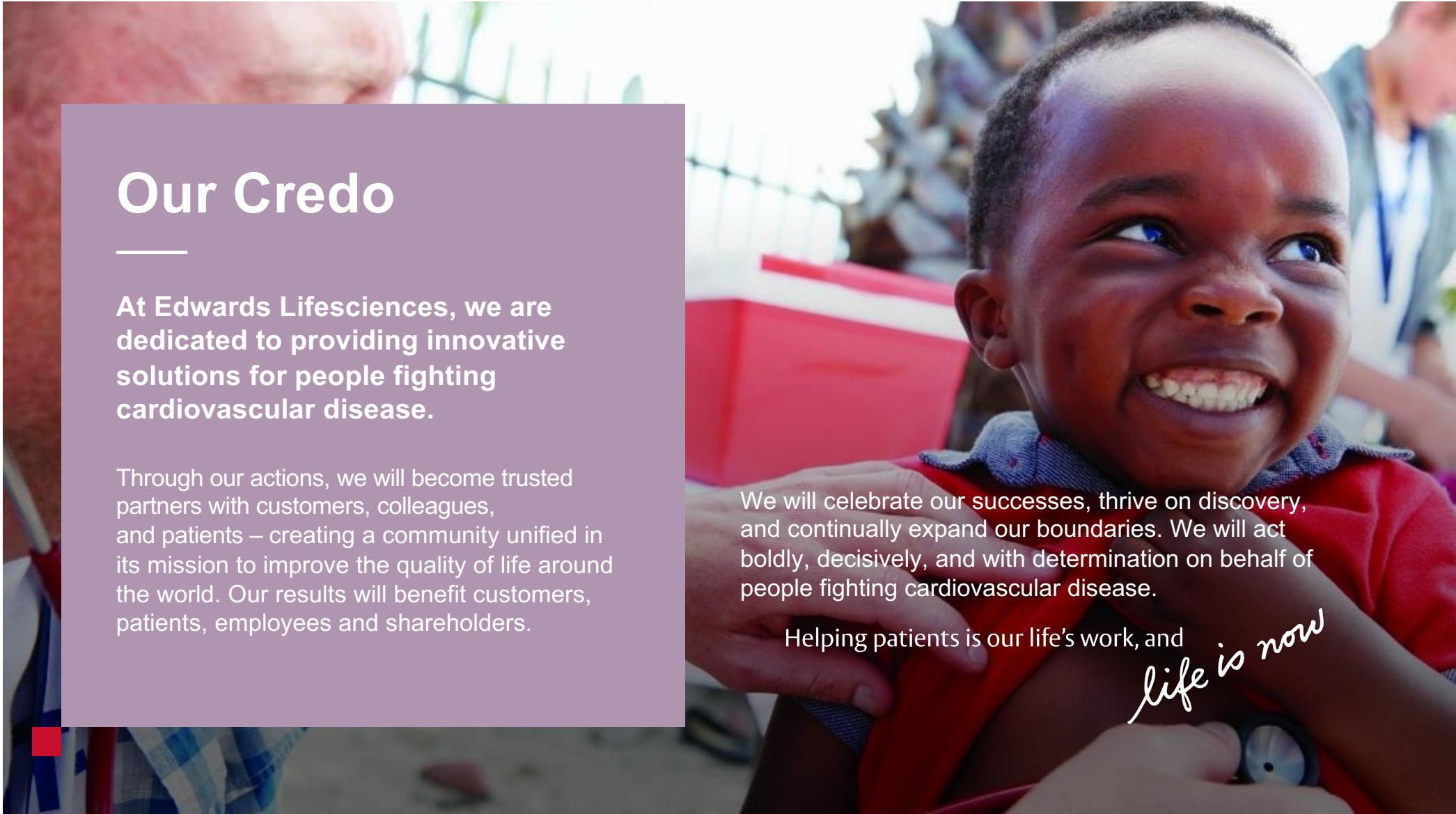
At Edwards Lifesciences, we are dedicated to providing innovative solutions for people fighting cardiovascular disease.

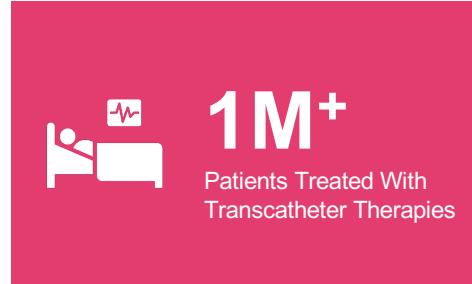
Through our actions, we will become trusted partners with customers, colleagues, and patients – creating a community unified in its mission to improve the quality of life around the world. Our results will benefit customers, patients, employees and shareholders.

We will celebrate our successes, thrive on discovery, and continually expand our boundaries. We will act boldly, decisively, and with determination on behalf of people fighting cardiovascular disease.

Helping patients is our life's work, and

life is now





~95%
Sales from Products with
#1 Global Position

1,600+
Engineers

Investment in R&D
17-18%
of 2023E sales



15,000+
Global Employees

60%+
Millennials and Generation Z



**Resilient Supply
Chain**

5
Manufacturing Locations
Around the World



85%+
Charitable
employee
engagement



Aortic valve replacement is the only effective treatment for symptomatic severe AS¹



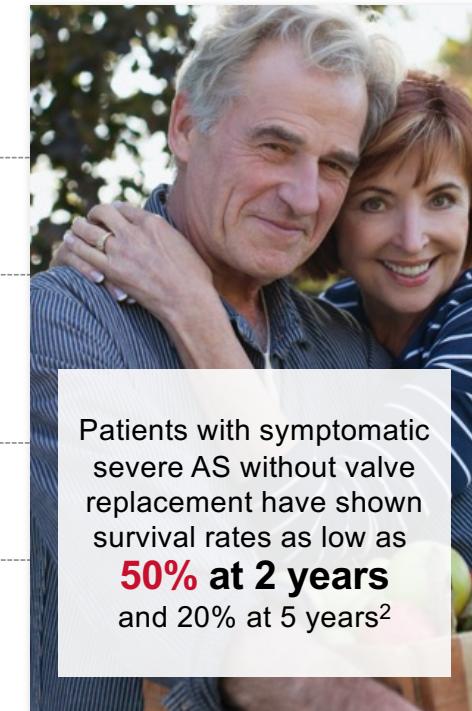
Aortic valve replacement



Surgical aortic valve replacement



Transcatheter aortic valve implantation



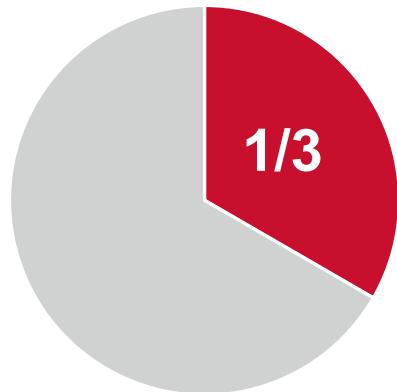
Patients with symptomatic severe AS without valve replacement have shown survival rates as low as
50% at 2 years
and 20% at 5 years²

AS: aortic stenosis.

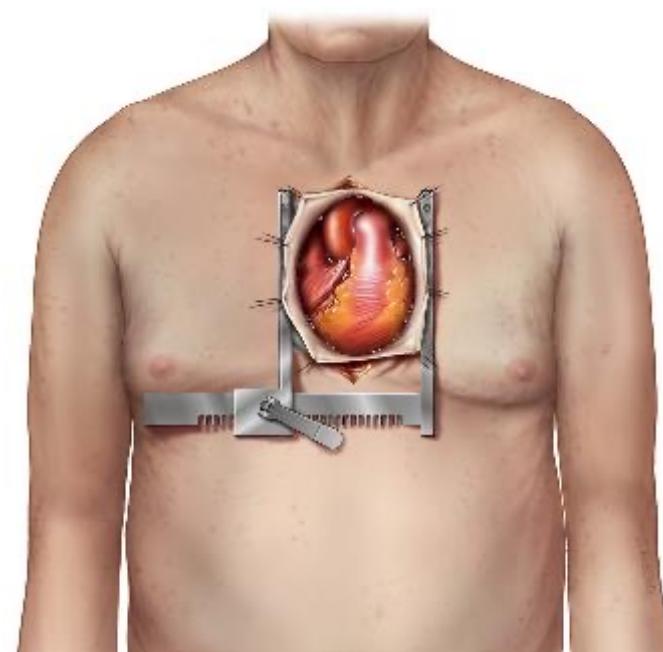
1. Vahanian A et al. Eur Heart J. 2022; **43**: 561–632; 2. Otto CM. Heart. 2000; **84**: 211–18.

Surgical aortic valve replacement – the surgical solution for severe AS

- SAVR is typically performed through an open-heart procedure¹
 - Delivers improved patient survival and quality of life²



However, one third of patients are **not referred** for SAVR because of high surgical risk³



AS: aortic stenosis; SAVR: surgical aortic valve replacement.

1. Russo MJ *et al.* *Ann Thorac Surg.* 2022; 114: 2124–30; 2. Auensen A *et al.* *Open Heart.* 2017; 13: e000588; 3. Van Geldorp MWA *et al.* *Eur J Cardiothorac Surg.* 2009; 35: 953–7.

Aortic valve therapy options and their level of invasiveness¹⁻³



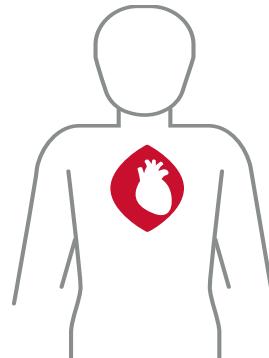
Open-heart surgery



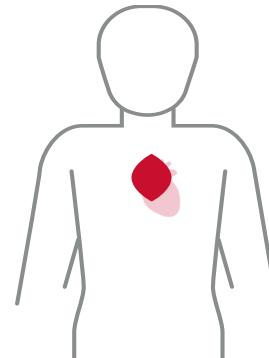
Less invasive surgery



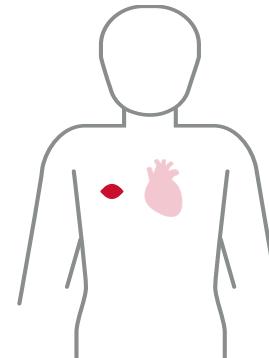
Transcatheter



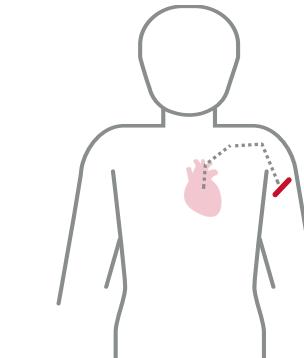
Full sternotomy



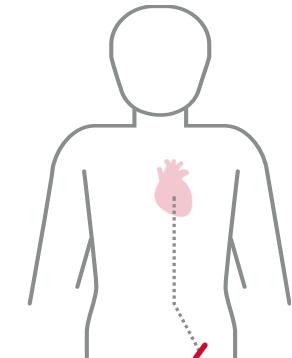
Mini-sternotomy



Right mini-thoracotomy



Transaxillary (TAVI)



Transfemoral (TAVI)



Invasiveness



TAVI: transcatheter aortic valve implantation.

1. Borger MA *et al.* *Ann Thorac Surg.* 2015; **99**: 17–25; 2. Vohra HA *et al.* *Open Heart.* 2023; **10**: e002194; 3. Pascual I *et al.* *J Thorac Dis.* 2017; **9**: S478–87.

Today in Europe, patients at all surgical risks are indicated to be treated with TAVI¹

TF-TAVI with the SAPIEN 3 valve, SAPIEN 3 Ultra valve or SAPIEN 3 Ultra RESILIA valve



SAPIEN 3 valve



SAPIEN 3 Ultra valve



SAPIEN 3 Ultra RESILIA valve



Inoperable patients



Intermediate-risk patients



High-risk patients



Low-risk patients ≥ 75 years of age

TAVI: transcatheter aortic valve implantation; TF: transfemoral.

1. Vahanian A et al. Eur Heart J. 2022; **43**: 561–632.

TAVI is supported by several large clinical trials

	PARTNER 1 trial		PARTNER II trial				PARTNER 3 trial
	PARTNER 1B ¹	PARTNER 1A ²	PARTNER II B ³	PARTNER II S3 HR ⁴	PARTNER II A ⁵	PARTNER II S3i ⁶	PARTNER 3 ⁷
Publication year	2010	2011	2015	2016	2016	2016	2019
Patient profile	High risk STS 11.2% Mean age 83.1 years	High risk STS 11.8% Mean age 83.6 years	Inoperable STS 11.0% Mean age 84.6 years	High risk/inoperable STS 8.4% Mean age 82.7 years	Intermediate risk STS 5.8% Mean age 81.5 years	Intermediate risk STS 5.2% Mean age 81.9 years	Low risk STS 1.9% Mean age 73.3 years
Valve used	SAPIEN valve*	SAPIEN valve*	SAPIEN/SAPIEN XT valve*	SAPIEN 3 valve	SAPIEN XT valve*	SAPIEN 3 valve	SAPIEN 3 valve
Trial size	N=358	N=699	N=560	N=583	N=2,032	N=1,077	N=1,000

*CE-Mark expired. Commercialisation not available in Europe.

Avg: average; HR: high risk; S3i: SAPIEN 3 intermediate risk; TAVI: transcatheter aortic valve implantation.

1. Leon MB *et al.* *N Engl J Med.* 2010; **363**: 1597–607; 2. Smith CR *et al.* *N Engl J Med.* 2011; **364**: 2187–98; 3. Webb JG *et al.* *JACC Cardiovasc Interv.* 2015; **14**: 1797–806; 4. Herrmann HC *et al.* *Circulation.* 2016; **134**: 130–40; 5. Leon MB *et al.* *N Engl J Med.* 2016; **374**: 1609–20; 6. Thourani VH. *et al.* *Lancet.* 2016; **387**: 2218–25; 7. Mack MJ *et al.* *N Engl J Med.* 2019; **380**: 1695–705.

TAVI offers many benefits to patients with AS

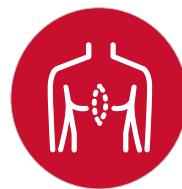
Compared with SAVR, TAVI can offer^{1–3}



Lower short-term mortality



Short-term QoL benefits



Shorter, less invasive procedure



Faster recovery and return home



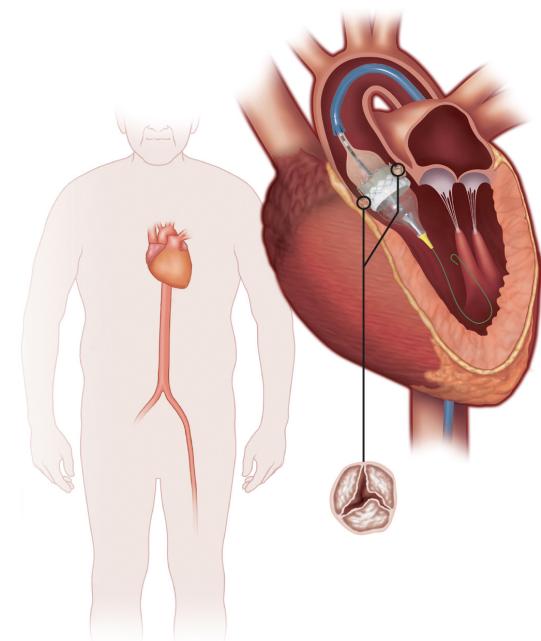
Less time in ICU and hospital



Fewer complications



Lower rehospitalisation rate



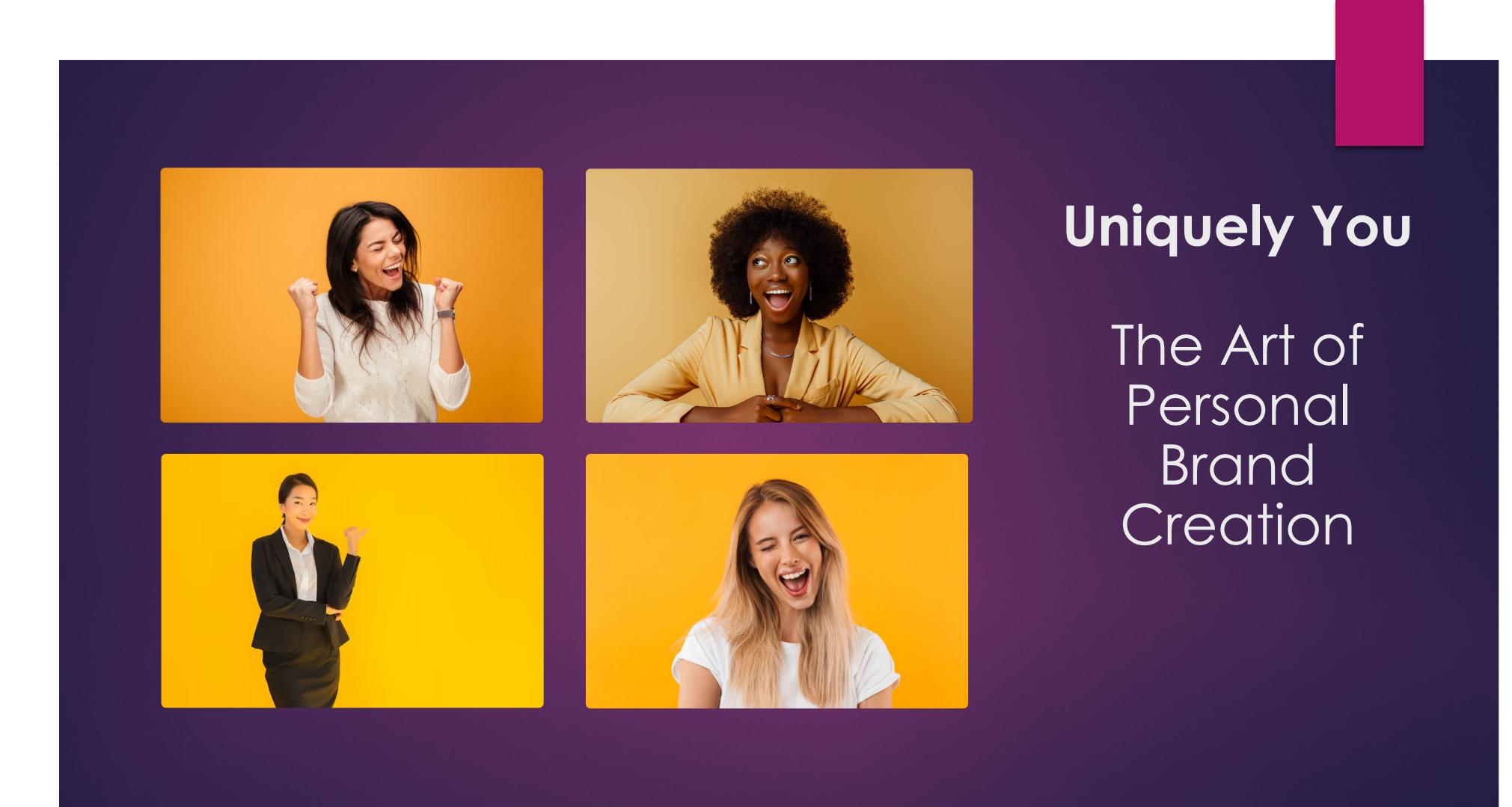
AS: aortic stenosis; ICU: intensive care unit; QoL: quality of life; SAVR: surgical aortic valve replacement; TAVI: transcatheter aortic valve implantation.

1. Mack MJ et al. *N Engl J Med.* 2019; **18**: 1695–705; 2. Leon MB et al. *N Engl J Med.* 2016; **374**: 1609–20; 3. Reynolds MR et al. *J Am Coll Cardiol.* 2012; **60**: 548–58.



ONE
MILLION
PATIENTS

ONE MILLION+ SAPIEN
HEART VALVES AND COUNTING



Uniquely You

The Art of
Personal
Brand
Creation

Personal Branding

Scope In

- ▶ An **intentional** effort to shape **public perception** of oneself.
- ▶ **Positions** an individual as an **authority** in their field.
- ▶ Elevates **credibility** and **Trust**.
- ▶ Aims to advance career, broaden influence, and **amplify impact**.
- ▶ **Communicating unique skills, experiences, values, and personality** consistently.
- ▶ Demonstration of **genuine value** and **relationship building**.
- ▶ **Attracting liked minded** people.

"Your brand is what people say about you when you're not in the room.»

Jeff Bezos



"Create the highest,
grandest vision possible
for your life, because
you become what you
believe. »

Oprah Winfrey



Step 1 : Discover Your Brand

**Introspect and understand
who you are
and
what you want
from your professional life.**

Step 1 : Discover Your Brand



Identifying Strengths and Weaknesses

Know which strengths to play on and which areas of development to bring to neutral.



Understanding Passions

Help you align your personal brand with what you love to do.



Defining Values

Understand what you stand for, which is a crucial part of your personal brand.



Setting Goals

Give direction to your personal branding efforts.

Step 2 : Create Your Brand

Create a
visible,
consistent, and
memorable
personal brand experience

Step 2 : Create Your Brand



Develop your branding statement in 5 sentences maximum.



Have consistency across your online presence.

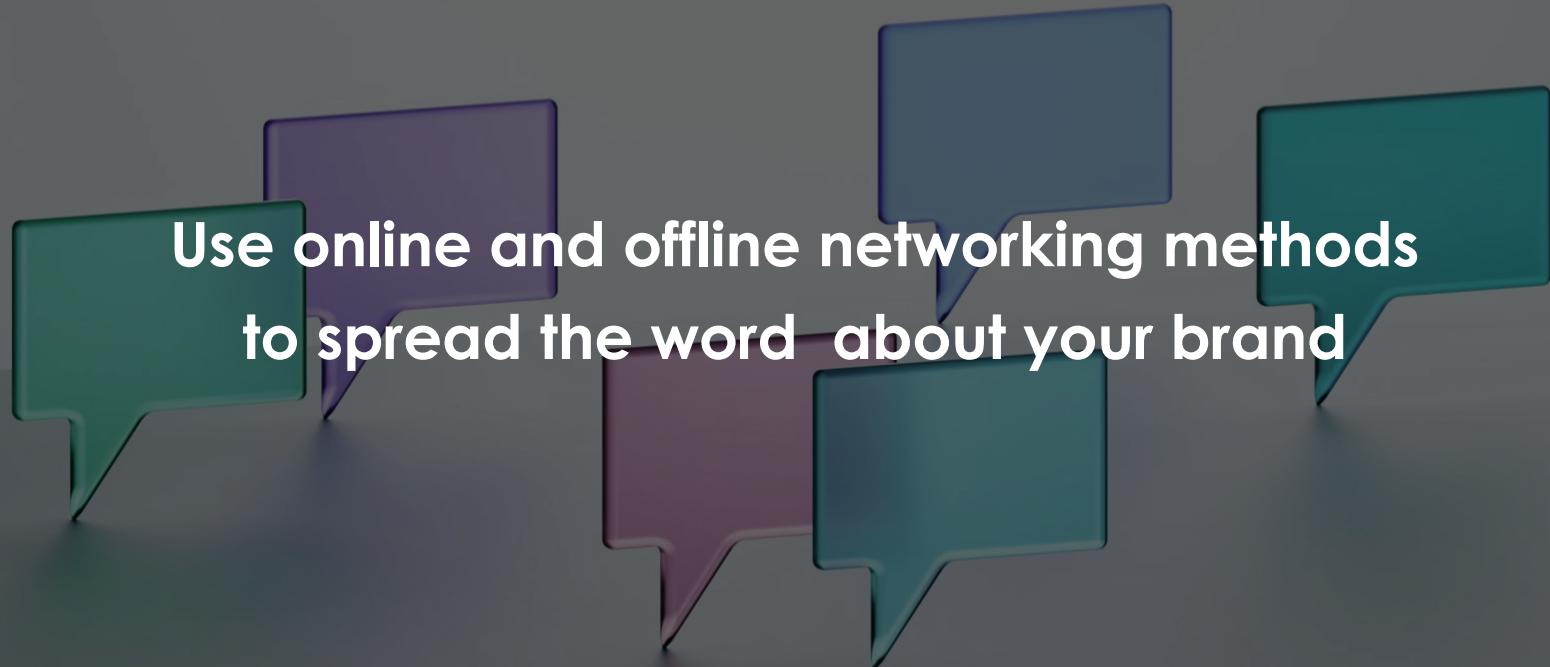


Match the visual identity / profil picture.



Be authentic.

Step 3 : Communicate Your Brand



**Use online and offline networking methods
to spread the word about your brand**

Step 3 : Communicate Your Brand



Demonstrate it in your daily job and own it



Publish relevant content on social media



Bring value at meetings and conferences



Ensure consistency and authenticity

A photograph showing several people in an office environment, focused on a table covered with various documents, a laptop, and office supplies. They appear to be discussing a brand strategy, with one person pointing at a document. The scene is well-lit and professional.

Step 4 : Maintain Your Brand

**Continuously
updating your skills and
accomplishing new goals
to ensure your brand remains relevant.**

Step 4 : Maintain Your Brand

-  Continual Learning, stay updated with trends and developments in your industry
-  Achieve New Goals aligned with your personal brand
-  Update Your Toolkit to reflect new skills, experiences, and accomplishments.
-  Network and update your stakeholder engagement strategy
-  Solicit Feedback to understand how your brand is being perceived
-  Adapt and Evolve to remain relevant and authentic.

Greg Servotte

Senior Vice President Europe for Transcatheter Heart Valve Edwards Lifesciences



As a passionate and dynamic **MedTech leader**, I specialize in **empowering the next generation of leaders**, driving **business growth**, and pioneering **strategic initiatives**.



With over **25 years of experience**, my leadership **fosters innovation** and enhances **patient outcomes**.



Leveraging my **deep understanding of healthcare technology**, I focus on improving **healthcare access and equity**.



In sharing my insights as a **co-host of a healthcare podcast** and guest lecturer, I drive **continuous learning** and **champion diversity and inclusion** in the sector.



I'm Greg Servotte, committed to leaving a **transformational and enduring legacy** in the MedTech industry.

What is The Marketing Consultation?

The Podcast for Healthcare Marketers

The Marketing Consultation ("TMC") is a **biweekly podcast** created and hosted by Fabienne Durat and Greg Servotte, two senior medical device marketing & commercial leaders.

Each episode features a **30-40 min conversation with a top leader from the healthcare industry** to explore topics related to **career development, leadership and marketing strategy & innovation**.



The Marketing Consultation Podcast

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