

# Virtual Roundtable

## Reimagining MedTech customer engagement in a post-Covid world

December 3<sup>rd</sup>, 2020

# Speakers & agenda



**María López**  
Managing Director &  
Partner, BCG Madrid



**Johannes Thoms**  
Managing Director &  
Partner, BCG London



**Götz Gerecke**  
Managing Director &  
Sr. Partner, BCG Zurich



**Basir Mustaghni**  
Managing Director &  
Partner, BCG Frankfurt

12:00-12:10

**Introduction & COVID-19 implications on MedTech customer engagement**

12:10-12:30

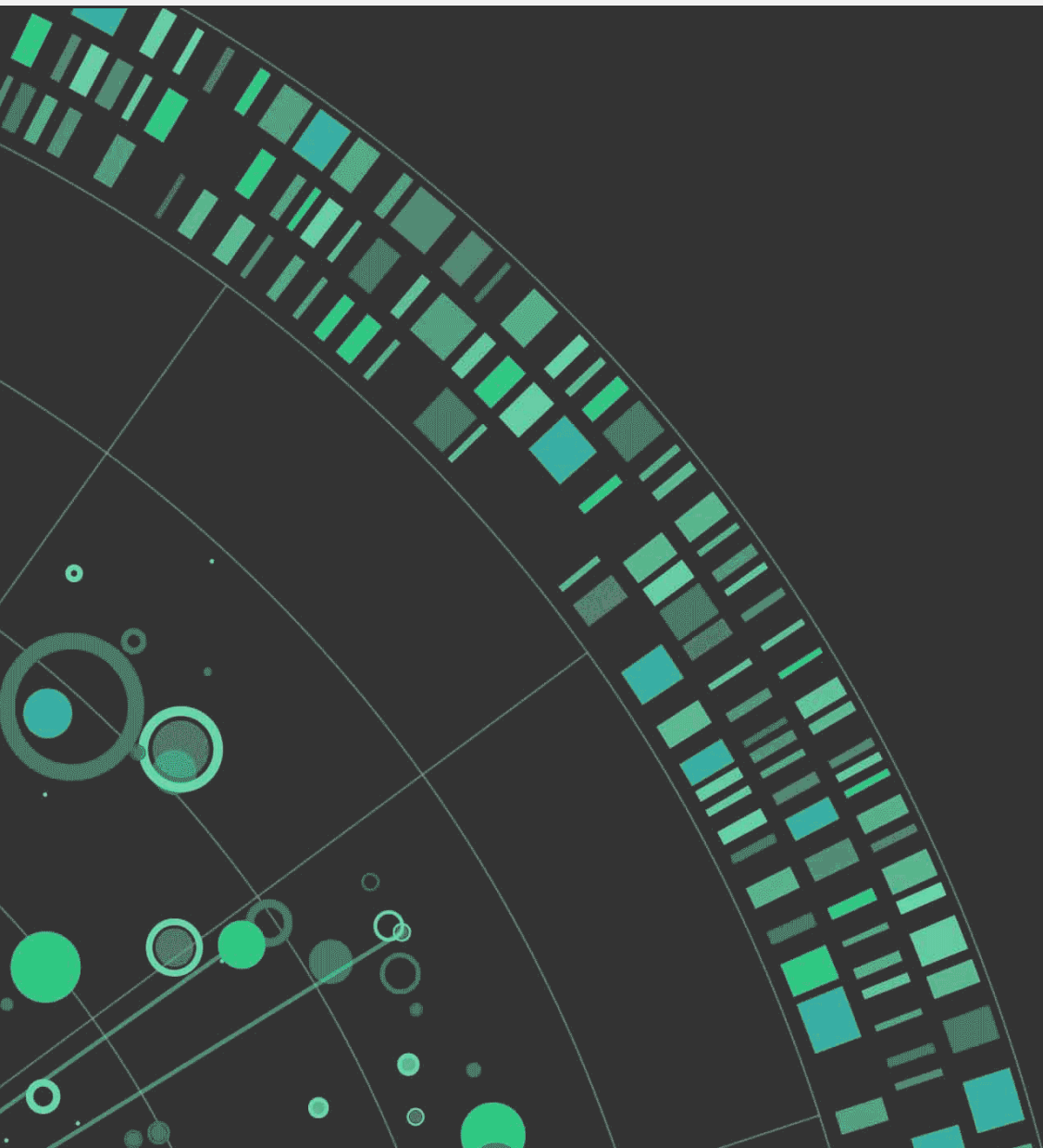
**MedTech commercial model ('Milkman 4.0') and COVID-19 readiness survey**

12:30-12:45

**Next Generation Sales in MedTech**

12:45-13:00

**Q&A**



**THANK YOU**