

Success Stories: Ideas for Potential Players

MC Medical Care



Regional Headquarters

GIVEN IMAGING K.K.

Capsule to expand market opportunities in Japan



Given Imaging's capsule endoscopy

Founded in Israel in 1998, Given Imaging Ltd. (Given) has become a global leader in endoscopy with subsidiaries in the United States, Germany, France, Singapore, Australia, and Japan selling its revolutionary “capsule” technology in more than 60 countries.

Departing from traditional endoscopy, Given’s patient-friendly approach requires the simple swallowing of an optical device in pill form. As it comfortably traverses the esophagus, stomach, and further, the capsule emits tens of thousands

of images captured by a receiver attached to the patient and eventually is excreted naturally. No wonder the company has earned a reputation as an inventor, pioneer, and innovator.

ENTERING JAPAN

The company upped its attention to Japan, “the world’s second-largest medical devices market”, by establishing a subsidiary there in 2002 called Given Imaging K.K.. Not only is Japan a huge market, it is renowned as a highly demanding one for high quality and safety in the medical field. This made it even more strategic for accelerating Given’s global expansion. Nevertheless, winning regulatory approval for its epoch-making product took fully four years, from 2003 until 2007. There were two reasons for this.

First, the process of approving license for the sale of capsule endoscopy requires in-depth data and wide-ranging report. Eventually, it won recognition for the safety and quality of its product. This meant that Given can provide not only its products but also the safety and reliability of its technology to doctors and patients even in other markets outside Japan.

Second, fully researching and understanding the Japanese market took time. Given had to fully

- 2002** Established Given Imaging K.K.
- 2002** Partnered with Suzuken Co., Ltd. and Marubeni Corporation
- 2007** Authorized domestic sales of capsule endoscopy
- 2007** Received reimbursement in Japan
- 2009** Added FUJIFILM Medical Co., Ltd. as a sales agent



Kazem Samandari, President Asia Pacific/Japan, Given Imaging Ltd.





Given Imaging Ltd. Corporate Headquarters

grasp the specific needs of local practitioners and their patients. “Not only in Japan but in any market you can’t just copy and paste from one region to the next,” says Dr. Kazem Samandari, Asia Pacific/Japan president for Given Imaging Ltd. “Before you complain that a market is unusual, if you do your research there’s a way to succeed.”

In the case of Japan, Given understood early on that trying to address it from another location would be tough. It believed that succeeding in Japan would require intimate knowledge of customers, sales agents, key opinion leaders in the medical field, regulations, and clinical cases. To that end, Given Imaging K.K.’s entire staff is Japanese. All are highly talented, providing the company with the kind of market proximity it needs.

THE JAPANESE MARKET

In October 2008, the leading manufacturer of endoscopy equipment entered the Japanese market for the kind of capsules pioneered by Given. But Given welcomes the move because it further validates the technology and enlivens the market. What is more, knowledge and information in Japan about small-intestine disorders still lags that of certain other countries. Given has been trying help Japan catch up and believes that the emergence of competitors there will speed up the process.

Given’s global market share of more than 90 per cent for endoscopic capsules certainly gives it an advantage. While other companies offer somewhat different technologies, Given’s eight years of experience in the field has allowed it to amass a rich data archive. This helps explain the warm welcome it has received from the Japanese market and local medical groups.

THE OUTLOOK

Another key to Given’s Japan success has been its ability to attract two important partners, Marubeni Corporation and Suzuken Co., Ltd., with which relations have developed smoothly. Moreover, in January 2009 Given added FUJIFILM Medical Co., Ltd. as a sales agent to expand its sales channels.

Today, Given is moving to introduce a new noninvasive capsule to explore the large intestine. Already available in such places as Europe and Hong Kong, it seems only a matter of time before this new product will add to the company’s sales in Japan.

As knowledge and information about internal disorders expands, the need for capsule endoscopy is bound to grow in a number of new applications. As the field’s global leader, Given stands ready to speed up the diagnosis and treatment of internal disorders while fostering the recognition and understanding of capsule endoscopy. It can’t help but continue to grow in Japan.

Japanese Operation

Established : 2002
 Capital : ¥95 million
 Employees : 500 (Across the globe)
 Business : Production, development, marketing and trading of medical devices in the field of gastrointestinal diagnosis
 Location : 2F KDX Kojimachi Bldg. 3-3 Kojimachi, Chiyoda-ku, Tokyo 102-0083 Japan
 URL : <http://www.givenimaging.com>
 Parent company : Given Imaging Ltd. (Israel)