



INTERVIEW-PODCAST OF DIDIER MARTIN, MANAGING DIRECTOR OF ERBE MEDICAL

"Didier Martin, hello, thank you for agreeing to take part in this new Verso Healthcare podcast. You are a professional engineer and joined ERBE Medical in 1993 as technical manager before taking over as managing director of the company in 2003. Can you tell us a little about your company, ERBE?"

- Yes, hello, first, thank you for this invitation. Indeed, ERBE is a historical supplier of high frequency generators, more commonly called electric scalpels. We are the market leader in Europe, with more than half of the installed scalpels being ERBE VIO devices. Our parent company is based in Tübingen, Germany. It has been run by the ERBE family for five generations and has more than 800 employees.

Our brand is now widely represented internationally through subsidiaries such as ERBE France or through approved distributors, so the subsidiary ERBE Medical France that I represent with 28 employees is made up of a sales force present throughout the country and a dedicated after-sales service. Our head office has been in the Lyon region for over 30 years now.

Our customers rely on our expertise and experience above all. And as you can see, this is how we have managed to gain their trust after all these years.

"Didier, you are a recognised actor in this field of activity, as you explained to us just now, recognised from an international point of view, recognised with a very large installed base in France and elsewhere. And yet you have joined forces with Verso Healthcare to offer your customers financing solutions. Why did you do this? "

- First, to provide a solution and a response to the budgetary constraints that hospitals are facing today.

It also allows the establishment to have permanent access to the latest technological solutions.

And I also think that it is a uniform approach, for example, at the level of a GHT, it makes it possible to mix purchasing and financing and it also makes it possible for all establishments to benefit from this offer that UniHA will provide.

"Thank you, Didier. We can clearly see that funding today is naturally an important lever for innovation but also for meeting the economic and budgetary obligations of the institutions.

As we can see, beyond financing, the notion of park management is developing everywhere in the medical sector, in the world of endoscopy, more recently in the world of ultrasound, and in the world of beds, with Verso Healthcare and UniHA positioning themselves on this subject.

Didier, when will the notion of park management or park management in electrosurgery be introduced? "

- The ERBE electric scalpel, is a very efficient and reliable piece of equipment. The institutions have therefore become accustomed to purchasing and depreciating the equipment over periods sometimes well more than 10 years, and the regular development of innovation and the remote connection of new generations could lead to a new approach.

As an intermediary for this UniHA offer, we can therefore, for the first time in the context of a market, offer an alternative to purchase and propose, with the help and support of Verso Healthcare, an effective rental or hire-purchase offer.

"Didier Martin, thank you very much for this interview, see you soon."

- Thank you, have a nice day, goodbye.