

**Deep Dive into Capsule Endoscopy from a company's point of view
(Tanja Nowak, Covidien/Medtronic GmbH Deutschland)**

A new product – a new success?

Capsule Endoscopy is a minimally invasive technology that revolutionized small bowel diagnostics when it was launched in 2001. Meanwhile it is state of the art, in medical terms: gold standard for OGIB.

The technology itself opened a huge variety of diagnostic possibilities like a capsule for the colon, a capsule to be moved (magnetically guided), a capsule with different algorithms – still some markets need to be developed and further ideas to be approved.

Let's discuss about willingness to enter new fields of technology, to understand and deal with its Technology Readiness Level and limits – and about the challenge of its transfer into daily routine to enhance patient care and improve patient outcomes.

Medtronic's mission is *“To contribute to human welfare by application of biomedical engineering in the research, design, manufacture, and sale of instruments or appliances that alleviate pain, restore health, and extend life.”*

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- Born: in Germany, living in Hamburg
- Diploma: in biology / cytology (technical skills: microscopy, TEM, SEM – FAU Erlangen)
- Thesis: "Functionality and biocompatibility of the electrocatalytic, implantable glucose sensor" (Siemens, R&D)
- Post-doc: University School of Medicine in Kumamoto, Japan (EU science and technology fellowship)
- Career steps: Sales, CRA, product management, marketing
(areas: growth hormone, pain medication, diabetes – Pharmacia/Pfizer, GSK)
- Since 2009: Capsule Endoscopy: Clinical Affairs – Regulatory – Quality
(Given Imaging/Covidien/Medtronic)