

THE HUMAN ELEMENT BETWEEN THE POLES OF DIGITALIZATION AND WELL-ESTABLISHED PROCESSES IN MEDICAL ENGINEERING

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STIWA GROUP

From a One-Man Operation...



1972 FOUNDED
by Walter Sticht

€ 255 million
TURNOVER
during FY 2017/2018



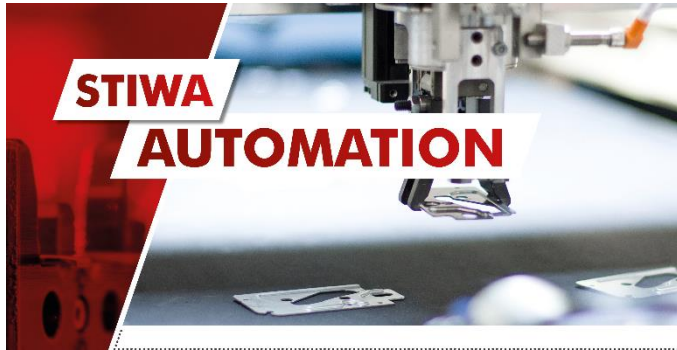
FAMILY
BUSINESS

2,000
EMPLOYEES



...to a leading company in the Austrian economy

OVERVIEW



- Automation
- Manufacturing Software
- After Sales
- Mechatronic Systems

Services:

- Engineering
- Process & Technology
- Advanced Analytics



- Supplier Production
- Machining



- Lab Automation
- Building Automation



Successful collaboration within the company

POSITIONING/MARKET POSITION

Our environment ...



Senders/Doctors



Logistics operators



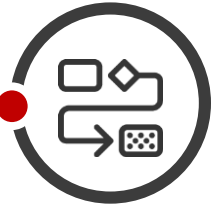
Laboratories



... envelopes preanalytic processes and their stakeholders

PREANALYTIC PROCESSES

and their challenges



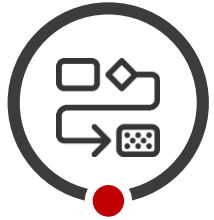
- › 75% of all treatments are based on **laboratory diagnoses**
- › Are those **resulting** in the highest impact on **analysis quality**
- › It's a permanent **race against time**, which can make analyses impossible
- › Documented **withdrawal time** and documented **withdrawal location** are the most **important factors to avoid incorrect treatment**
- › **Transparency** of the entire process guarantees the best possible treatment as well as considerate **use of human resources**
- › ... and many more



We develop, live and support processes, which – in the end – save lives!

OUR KNOW-HOW

Business facts



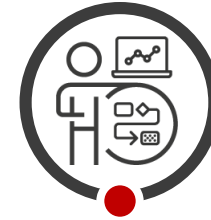
1998

Working in laboratories with emphasis on pre-analytic processes since 1998



KNOW-HOW

Our know-how evolves on site, together with the customer and for the customer



WE PROVIDE

We provide scalable processes + software tools, competent employees / partners



22

22 employees working in this division, 8 of which work in customer support



WE IMPROVE

We improve our services for stakeholders at our customers site on a daily basis



Our experience, our most valuable good

THE STAKEHOLDERS

Our project partners at our customer's sites



Physicians and team leaders



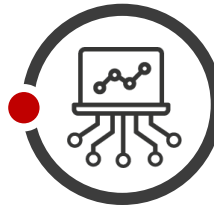
Medical staff

Largely with little experience concerning computer supported systems



Auxiliary personnel

With various levels of qualification



IT service

Providers with a distinct technical perception

and many more



Different interests, anxieties and needs

ADVANTAGES OF DIGITALIZATION

Easily explained ...



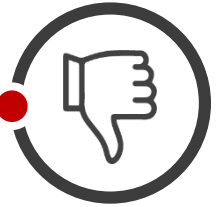
- > **Transparency of data** – who did what and when
- > **Process steps** are being digitalized and therefore automated
- > **Digitalized process** steps can make routine tasks more efficiently
- > Digitalization of a process allows to identify **optimization potentials**



... clear and understandable for us technicians

ANXIETIES, INSECURITIES AND PREJUDICE

Easily explained ...



- › **Transparency of data** – who did what and when
Big brother is watching you
- › **Process steps** are being digitalized and therefore automated
Know-how of the stakeholder involved is believed to be “of no worth”
- › **Digitalized process** steps can make routine tasks more efficiently
One feels remote controlled by another entity, the loss of control seems unavoidable
- › Digitalization of a process allows to identify **optimization potentials**
Flexibility and individuality is lost



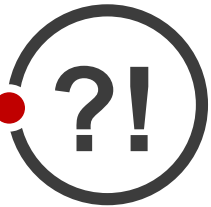
... but no advantage without trade-off for the stakeholder

CRUCIAL TASKS TO PREVENT THOSE FEARS

Our tools



> Listen and understand, **take it seriously**



> Discuss all **concerns** with the **affected person!!**



> Let the stakeholder **be a part** of the project and **help design** the process



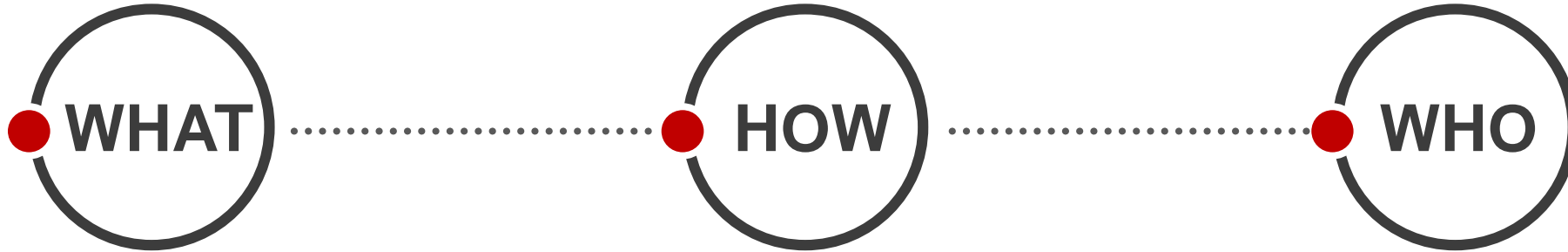
> **Keep the dialog alive** with **all stakeholders** to ensure response at an early stage



Simple rules, enormous effect

CRUCIAL TASKS TO PREVENT THOSE FEARS

Last but not least: information, information, information



- > **Explain the “what” –**
What do we want to achieve, what will change, define clear goals
- > **Describe the “how” –**
Strategies, procedures, define the input of the individual
- > **Introduce the “who” –**
Introduce the team responsible for the execution of the project: names, faces, responsibilities, contacts

**Finally we are not as much creators of processes and software,
as we are psychologists with technical training.**



Our experience shows, that interpersonal aspects are essential for success

THANK YOU FOR YOUR ATTENTION.

STIWA GROUP – LEADING HIGH PERFORMANCE AUTOMATION



PRESENTATION INFORMATION

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