

FROM VIRTUAL USER INVOLVEMENT TO PHYSICAL PRODUCTS

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Coloplast AS

We are driven by a mission

To make life easier for people with intimate healthcare needs



Ostomy care - end user



Continence care - end user



Wound care - end user

This is how it all started

- Thora had a dramatic change in her life after facing an ostomy operation
- Her sister Elise helped her by coming up with a new ostomy bag – a revolutionary idea at the time
- Aage and Johanne Louis Hansen saw the potential and started producing the product
- Coloplast was established in 1957



This is our four business areas

Ostomy Care (42%, #1)



Urology Care (9%)



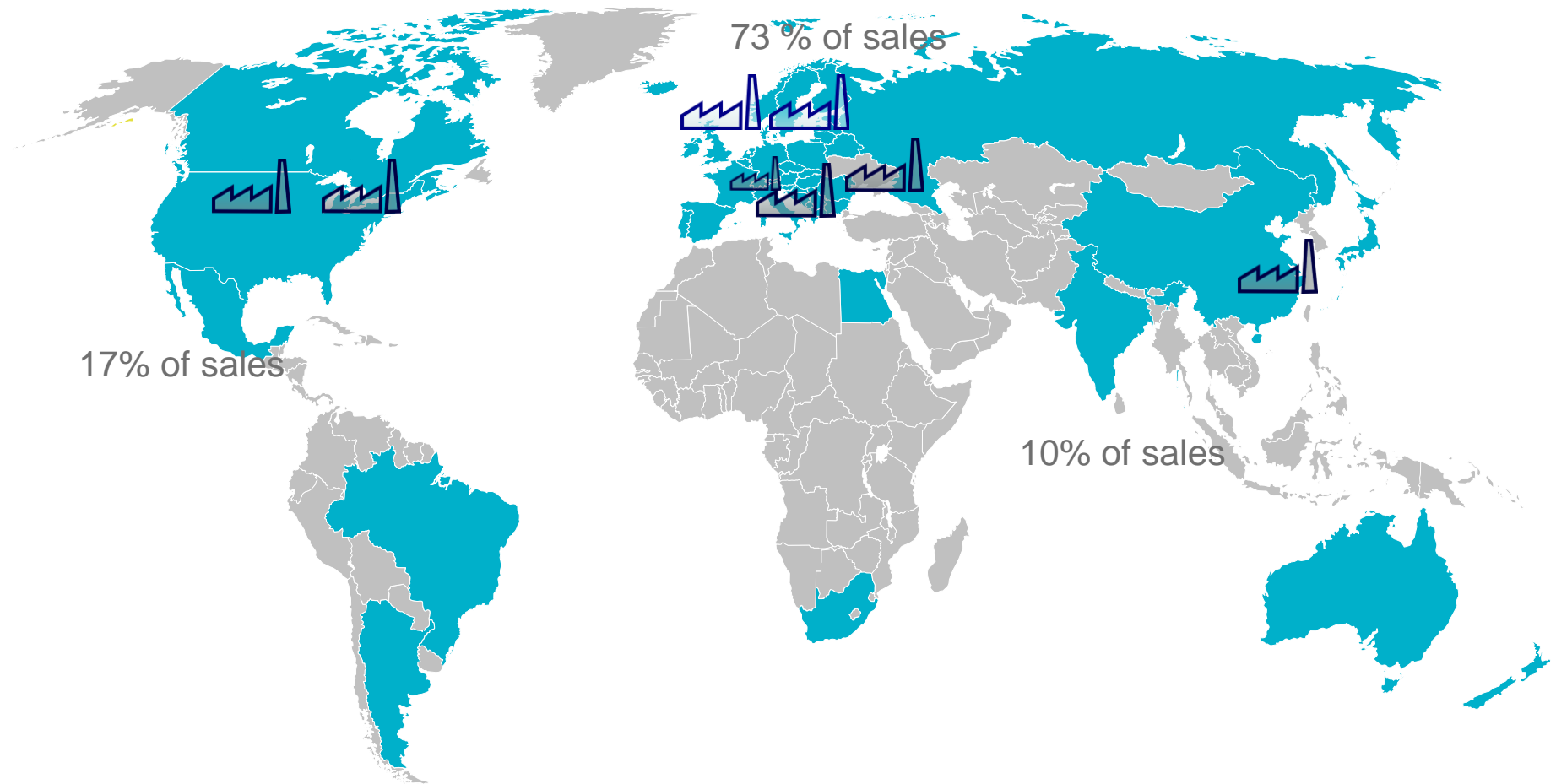
Continance Care (34%, #1)



Wound & Skin Care (15%, #4)



Sales offices all over the world and headquarter in Denmark



Open innovation is Coloplast DNA



Partnerships
Technology scouting



Global virtual co-creation
Innovation By You



Healthcare professionals
**Coloplast Advisory Board &
Coloplast Ostomy Forum**



Physical user meetings
**User insight and
Co-creation**

The virtual co-creation history in Coloplast

- In 2009 Coloplast started an online community called Stoma-Innovation.com where users of ostomy products were invited to participated in development of ostomy products
- The community was sponsored by Coloplast but the daily administration and moderation was handled by users of ostomy products
- In Autumn 2011 the old community was closed and replaced by a new online community called Innovation by you (Innovationbyyou.com)

“This is more than talking about it. Its about doing something practical” – Richard, continence product users

Innovation by you - facts

- The community is for people with ostomy or continence issues but their relatives, care-givers and other people are also welcome
- The main purpose of the community is innovation but the social aspect is also important
- Sponsored/powered by Coloplast but still mainly administrated, moderated and driven by the members
- The ostomy part is much ahead due to data transfer from the old ostomy site
- A global community where main language is English
- URL-address: Innovationbyyou.com



Main Coloplast benefit from virtual co-creation is better products



Input to Coloplast products launches in current pipeline

- Either whole product ideas
- Or elements made by IBY members implemented in product
- Or feedback or insights transferred to ideas by Coloplast



Products launched as Innovation by you branded products

- Available through IBY
- Or (at a later stage) maybe available through subs

Xxxxx is the
new black!

Ideas or insights included in future innovation road maps etc.

- On short term as a fast opportunity integration
- Or on long term as a part of an overall strategy



Ideas or insights archived for later development or implementation

- Ideas are simply not finalized or good enough for launch etc.
- Ideas do not fit into the different pipelines

And now it is time for a guided tour.....

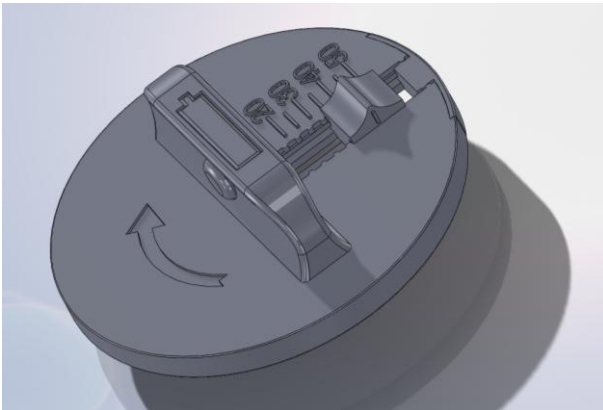
On Innovationbyyou.com

Innovation
by you



Some of the ideas in the VIP-rooms

Cutting tool



Users in corporation with
engineering students

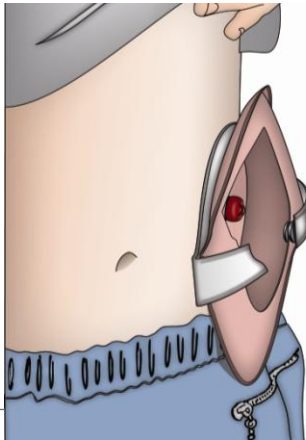
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It is not always easy to see the innovation
potential in the first idea (it is often the
same for internal developed ideas)

Ostomy Arch™

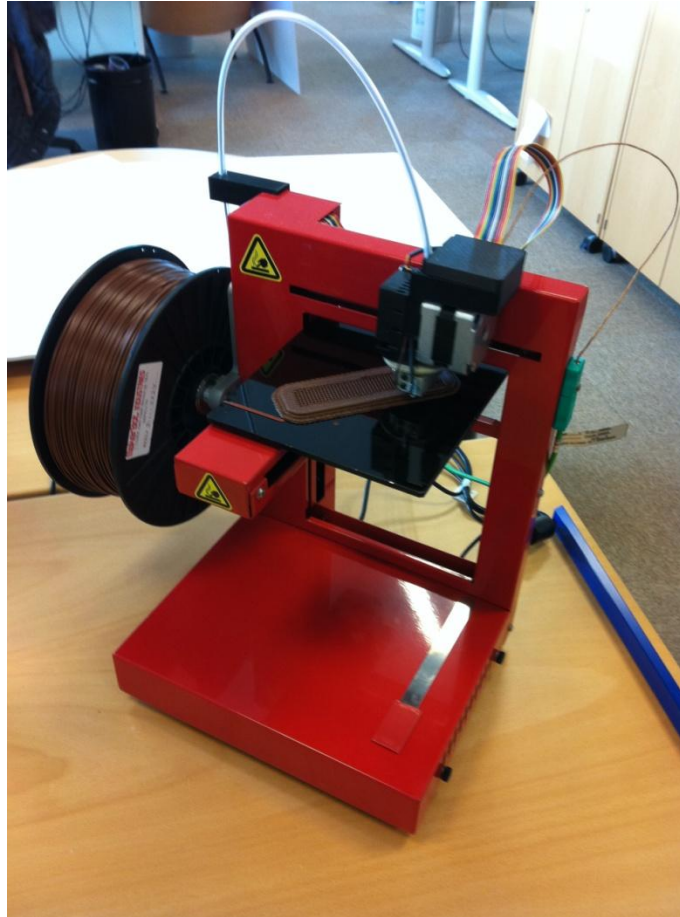
- A member had an idea of how to solve the ostomy pancaking issue
- Other members got involved and the idea was improved step by step
- Coloplast participated in the fine tuning
- A small production has been initiated
- The first Innovation by you branded product will soon be available via the community



Ostomy Care
Urology & Continence Care
Wound & Skin Care



3-D printers (presented via innovationbyyou.com)





Our mission

Making life easier for people
with intimate healthcare needs

Our values

Closeness... to better understand

Passion... to make a difference

Respect and responsibility... to guide us

Our vision

Setting the global standard
for listening and responding