

# MTD

Medizintechnischer Dialog

Offizielles Organ



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Distinctive headquarters of the company in Betzenweiler.

50 years of Reck Medical Technology

## Experts in Terms of Movement Therapy

In 2014, the MTD editorial team still had the opportunity to talk to company founder Anton Reck on site about the development history of the company's medical branch in the 1970s. Both his person as well as the success story closely linked with his vision in the field of movement therapy devices left an impression. The senior CEO has since passed away, but the success story continued seamlessly. Reck Medical Devices is on track; Anton Reck's legacy continues to bear fruit. Julian Rohrbach, Head of Corporate Communications, clarifies this in an interview with the MTD editorial team.

**The medical branch of the Reck Company recently celebrated its 50th anniversary. To be more precise, we are talking about the MOTomed movement therapy devices. The 'father' of this business branch was senior CEO and company founder Anton Reck. What would he say today if he could see his grown up 'child'?**

Reck Medical Devices already had grown-up 'children' with the MOTomed viva, MOTomed letto and MOTomed gracile movement therapy devices, which have been successful for many years. New for Anton Reck († 2014) would be the MOTomed next generation series with the models from the MOTomed loop edition and MOTomed layson edition as well as the MOTomed muvi. Presumably, he would be happy to see these 'grandchildren' in use around the world. Where independent movement is no longer possible for people. Many a 'grandchild' possesses features that would amaze the 'grandfather'.

**Which features characterize the MOTomed movement therapy devices in general?**

In the first place among them are

- simultaneous movement for arms and legs,
- unique height adjustment,

- intuitive operating concept,
- quick and easy switch from leg to arm training,
- 7 inch touch screen or 12.1 inch touch screen,
- contemporary hygiene management,
- digital platform,
- flexible upgrade options,
- award-winning design (German Design Award)

**How are the responsibilities of the medical branch currently distributed?**

The demanding requirements we now face as a medical device manufacturer are divided among discipline-specific teams such as Development, Regulatory Affairs, Quality Management, Marketing and Sales. As a family-operated company, the strategic orientation still lies with the managing director Christine Reck.

**What is the current product portfolio of movement therapy devices? How many model ranges are there?**

The MOTomed next generation consists of four model ranges: MOTomed loop edition, MOTomed layson edition, MOTomed muvi and MOTomed gracile. The variety of different models and the large

selection of accessories within the four model ranges allow for the best possible adaption to the individual needs – in a sitting and supine position. The leg trainer MOTomed loop p.l, for example, was developed specifically for people with Parkinson's disease. Thanks to fast, motor-supported rotations with up to 90 rpm, symptoms of the disease can be reduced and walking ability improved.

**Where are the movement therapy devices mainly used?**

The movement therapy devices are particularly in demand in the specialist fields of neurology, geriatrics, acute and intensive care medicine, nursing, hemodialysis, pediatrics, orthopedics and oncology. A broad spectrum of indications is covered - including multiple sclerosis, stroke, Parkinson's disease, paraplegia, muscle diseases and dementia. The associated therapeutic benefit has been proven - in accordance with the requirements of the MDD and MDR - in more than 30 studies conducted worldwide with the MOTomed. In addition, the MOTomed movement therapy devices are recognized in Germany by the statutory health insurance funds as aids for many indications and can be prescribed for use at home.

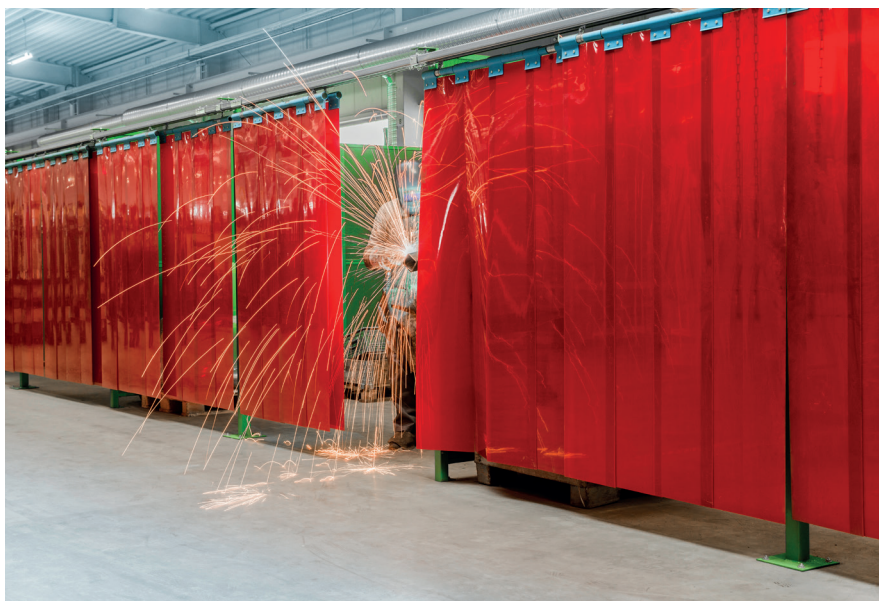


**The R&D department at Reck MOTomed has been an important factor from the very beginning. As was the involvement of sports scientists as well as physiotherapists and occupational therapists. What manpower can the company rely on here today?**

Our physiotherapists and sports scientists are in direct contact with clinics, institutions and universities as well as cost units and patients. The

**Employees pre-assembling the MOTomed loop.la leg trainer axle at the Dürmentingen site.**





**Pulling the strategic strings of the family-run company: Managing Director Christine Reck.**

**Manufacturing welding center, Betzenweiler site.**

in-house development department consists of several teams made up of engineers from the fields of mechanical engineering, electronics, software, information technology and product design.

**What is in the internal innovation pipeline in terms of movement therapy devices, or in what direction will this product segment continue to develop?**

The innovation pipeline currently includes an XXL adaptation of the MOTomed next generation. And for the field of digitalization - brand new and almost top secret - the my-MOTomed app is just another example.

**The keyword is digitization. When it comes to innovation, it is often mentioned in the same breath. Where will the digital journey take movement therapy devices?**

With MOTomed next generation, we have created a digital platform that is open for future networking in the healthcare sector and enables new innovations.

**Where are the movement therapy devices manufactured? How high is the vertical range of manufacture?**

We manufacture at our sites in Betzenweiler and Dürmentingen, true to the motto 'Everything from a single source'. Apart from greater independence, the very high vertical range of manufacture enables us to react flexibly to changes.

**How is business developing in Reck's medical branch? How is it developing in terms of domestic and international sales?**

As we export to over 100 countries worldwide, we are naturally affected by fluctuating market developments in the individual countries. Overall, however, business is very stable.

**Do customer preferences for movement therapy devices actually differ in various countries?**

Yes, there are different preferences in the respective markets. This is mainly due to the different healthcare systems.

**Can you give an example to illustrate this?**

Yes. With our simultaneous trainer MOTomed muvi - which enables not only individual training of legs or arms but also effective simultaneous whole-body training with legs and arms - we are seeing a higher demand worldwide than in countries where

the markets are institutionally controlled, such as Germany.

**How has the MDR with its requirements and specifications ultimately affected the product range?**

Over the past 10 years, a correspondingly high level of innovation has been necessary. While the MOTomed classic models continue to be produced, the MOTomed next generation models have been redeveloped to be MDR-compliant. This transformation was associated with high investments.

**Rising raw material and energy costs, Corona, Ukraine war: What impacts do these have on the company?**

We are definitely feeling the extremely high surcharges on material purchases. Due to our strategically oriented purchasing and the inventories which were still procured at fairly reasonable conditions, we were able to compensate for this situation until recently and were also able to guarantee our ability to deliver. Our sustainable orientation - two halls, an office building and a development building are powered by regenerative energy - keeps our energy costs in check. Of a total of 23,000 sqm of production and office space, 66 per-



**Convinced of the success of his idea from the very beginning: Anton Reck and Ida Reck at the Spoga trade fair in Cologne in 1972.**

cent is already supplied with renewable energy i. e. heated or cooled using geothermal energy. However, the current situation affects us all. Old people's and nursing homes, rehabilitation centers, clinics, medical supply stores and people with mobility impairments are all affected. Therefore, in times of crisis, it is even more important to stand together and support each other.

#### **Which sales structure does the company rely on abroad?**

We have a dense network of independent, long-standing distribution partners - some of them already in their third generation - in more than 100 countries.

**Speaking of sales: In Germany, Reck traditionally relies on close cooperation with medical supply**

#### **stores. A sure-fire success?**

No, it's certainly not a sure-fire success. In Germany, the medical supply trade is having a hard time with the changes in the market. However, they remain the most important partners for us, whom we support with our sales team.

#### **Who can be a trading partner of Reck? Which requirements must be fulfilled?**

In the EU, distributors must first meet the legal requirement under Article 14 of the MDR. Otherwise, all companies that are active in the healthcare sector can become trading partners.

#### **What is the focus of your own sales activities?**

Trade fairs and congresses, visits to clinics, medical supply stores, cost bearing units and self-help groups play an important role here. On our website [www.motomed.com](http://www.motomed.com), the product configurator in particular is a

central tool. These are supplemented by advertising materials and advertising formats (online and offline), free demonstration devices, and sales support for retailers.

#### **What is the situation regarding the approval of movement therapy devices by the health insurance companies?**

MOTomed movement therapy devices are currently represented in the list of medical aids in product group 32 (therapeutic movement devices) with a total of seven medical aid item numbers for MOTomed next generation and five medical aid item numbers for MOTomed classic. The movement therapy devices are often prescribed as part of discharge management from hospitals or by neurological specialists and primary care physicians. Following such a prescription, the trial must be documented by means of a trial report. It is sufficient to document the training in the clinic or a detailed trial in the medical supply store, unless otherwise specified in the health insurance contract.

#### **The company's headquarters are in Betzenweiler. Which company divisions are located there?**

Production, administration and sales are located in Betzenweiler. The development and assembly departments are located in Dürmentingen, just a few kilometers away. Extensive expansion measures of around 6,500 sqm are currently planned at both locations, which in turn will be operated regeneratively.

#### **Mr. Rohrbach, thank you for the interesting interview.**

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