



## SIRIM

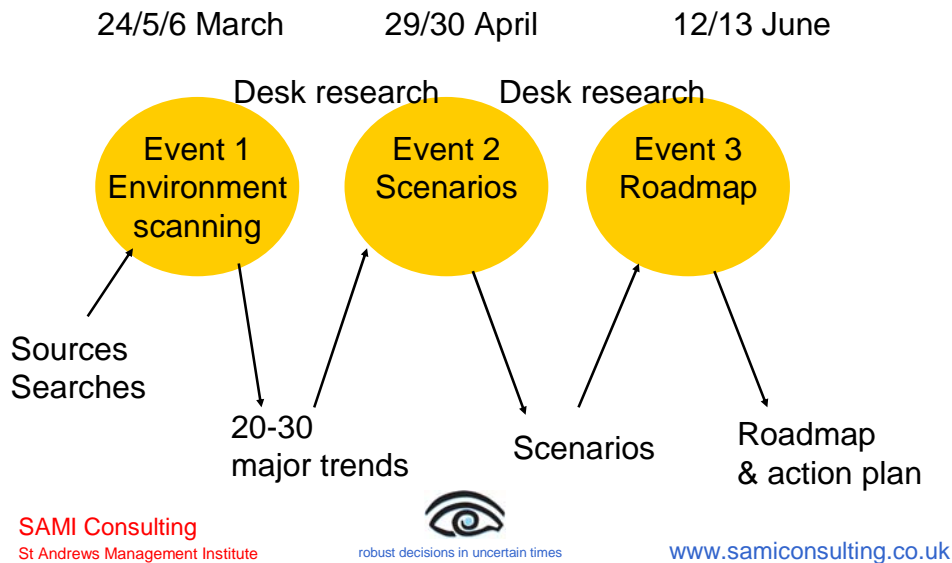
SIRIM is the industrial research laboratory for Malaysia. In early 2008 it was charged with developing a roadmap for an important initiative in medical devices development as part of the 3<sup>rd</sup> Malaysian Plan.

### **SAMI's role: establishing the framework for success**

SAMI Consulting was asked to design and facilitate the process. First, SIRIM set up a task force of 30 senior people from industry, research institutions and government. SAMI then devised a series of workshops both to brief the members of the task force on the use of futures tools and techniques but also to do practical work on the development of medical devices.

SAMI conducted three workshops. The first ran for three days and the following two ran for two days. They were held at approximately monthly intervals. Between the workshops, SIRIM staff engaged in desk research to qualify and quantify the findings from the previous workshop.

 **Figure 1: How the events connect**



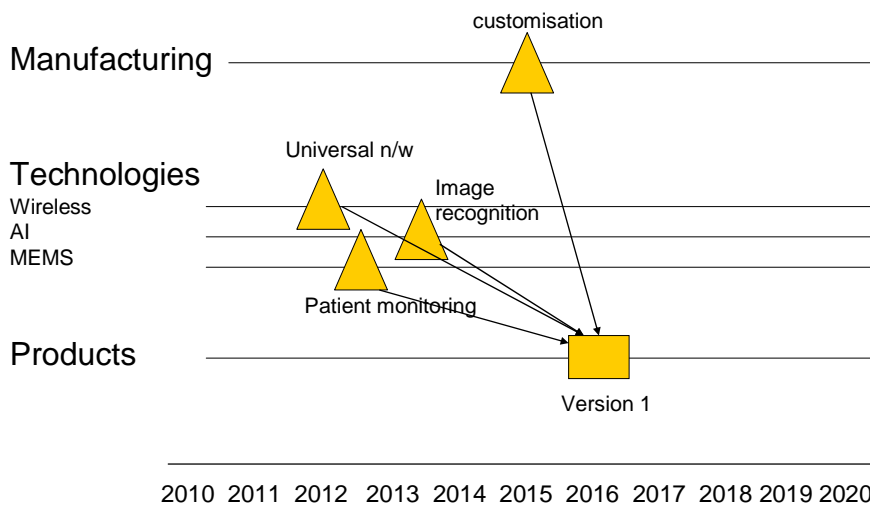


## The role of the scenarios

The horizon scanning covered technology factors and also the political, economic and societal factors affecting the provision of medical services in 2020. We used portals such as the Delta and Sigma scans developed by the UK Foresight Unit, the Shaping Tomorrow database, and academic journals.

The uncertainties were found to be in markets: the technology roadmaps were well-understood, and so the scenarios focused on the factors determining the markets. The two main uncertainties were whether globalisation would continue to have a benign effect on Malaysia or not, and whether there would be significantly different patterns of disease types, or not. We realised that many of the proposed medical device type ideas generated for specific scenarios were in fact valid under all scenarios, though with different market sizes. So we developed roadmaps for 6 different device types. A sample roadmap is shown below.

## Robots to assist in surgery



## The outcome: building a new industry

The SIRIM team and the task force are developing the Plan based on the product types and roadmaps in conjunction with a National Advisory Group in order to underpin investment proposals.