

‚We are the partner of th bal research community‘

When you talk to Marcus Quack, the DACH managing director of Revvity, and ask him what the few-month-old company actually does, he first has to take a deep breath. Previously, the company was still associated with PerkinElmer, whose applied, food and enterprise services were bought for almost 2.5 billion US dollars by the private equity company New Mountain Capital. The new scientific solutions company Revvity, on the other hand, continues to support pharmaceutical and biotech companies as well as diagnostics labs, universities and governments under a new name. ‚Monitor Versorgungsforschung‘ spoke with Marcus Quack about the company‘s rather lofty goals and a possible link to health services research.

In the interview: Marcus Quack, DACH Managing Director of Revvity.

>> Mr. Quack, is Revvity already known in Germany?

Some of you will have heard that Revvity's human health division, for which I am responsible in the DACH region, has changed its name since May of this year. However, our own product brands, which have been established for years, are also well known, as is the company EUROIMMUN, which is headquartered in Lübeck and was taken over by PerkinElmer in 2017. EUROIMMUN is one of the leading providers of products for the diagnosis of autoimmune and infectious diseases as well as allergies and for performing genetic analyses. At the Hamburg site, high-quality confocal analysis devices and ultra-high-throughput screening systems are developed and manufactured, which are used in particular in the health sciences sector. Incidentally, this branch of the company emerged from Evotec Technologies, which was integrated into the PerkinElmer Group in 2007 and has since strengthened the life sciences division as a ‚Centre of Excellence'. Another business area is viral vector services, from vector technology and production to the development of cell and gene therapies. This means we cover the entire continuum from research to development to diagnosis to cure.

‚We map the entire continuum from research to development to diagnosis to cure.'

So much for the history that began in 1937 with the founding of The Perkin Elmer Company for the development of optical components by Richard S. Perkin and Charles W. Elmer. So what led to the spin-off of the Human Health division and the renaming to Revvity?

Of course, you don't do something like that lightly. And certainly not when you have been successful for over 70 years in more than a hundred countries around the world. But if you look at the development of the last few years, you quickly realise that the move to an ever higher diagnostic share of our business fields is more than evident. Against this background, the company has decided to split the business fields that have become very extensive - on the one hand into Applied, Food and Enterprise Services, which continue to operate under PerkinElmer, and on the other hand into the Scientific Solutions division, which has been operating under a new brand name for a few months now. This is also a sign that we want to do something completely new in the future.

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What exactly?

We want to reposition ourselves as a company with products, developments and solutions that we already have and that we will explore in the future. From that point of view, the new brand name already makes sense.

It is a reminder of their clearly formulated goal torevolutionise the health care sector.

The name ‚Revvity' is based on the words ‚revolutionise' and ‚vita' (Latin for ‚life'). We will underpin this - admittedly very high - claim with solutions and products and thus show that our statements fit into an overall concept.

At first glance, the linguistic highlights on Revvity's* new homepage read a bit pompous, you might call it sophisticated or even self-assured. For example, under the heading ‚Impossible is Inspiration' it says: ‚When you say impossible, we say challenge accepted.' The company would ‚fearlessly face the unknown of tomorrow for a healthier humanity'. The goal, he said, was to ‚push the boundaries of human potential through science' and take on the ‚world's greatest health challenges'. That really sets the verbal bar high. But will you jump over it?

We will show with what Revvity does in the future that we have enough substance and that the verbal highlights you mentioned are not just marketing-speak. Of course, we have to make sure that people first recognise Revvity as a brand and appreciate the amount of solutions we can offer. That will be the focus for the next months or maybe even years. A big advantage of the division is also that we can now focus on the respective specific core markets and thus drive our own innovations much better, since all market areas in which we have been active for years are developing very dynamically. This is another reason why I, who can look back on 17 years with the company, can logically understand and support the strategic decision to separate the divisions.

Let's get down to business. You use words like ‚health' and claim that your company wants to revolutionise health, which is a truly noble claim. Can your products and solutions really improve health for the benefit of patients and the system as such?

Based on the fact that the patient and their disease are at the centre of our activities, we offer above all the necessary diagnostics as well as many tools that are needed to research new approaches for innovative medicines. For example, Revvity's subsidiary EUROIMMUN has a whole range of diagnostic procedures for cancer, autoimmune diseases and infection biology in its portfolio. We ourselves have been active for years in the field of screening; here, among other things, in the field of newborn screening - here we are the global market leader and can contribute to saving the lives of 40 babies every day. Now I could mention a whole range of other products, approaches and solutions that arrange themselves into a very complex picture of what we offer - from non-invasive prenatal testing for trisomies to viral vectors for mRNA vaccines to cell-based test arrays and digital X-ray detectors for research purposes. Everything is about giving researchers and users in academia andpharmaceutical research exactly the tools they need to answer a particular question and make things visible or representable.

Let's take the university approach. What can you provide?

For example, cell-based technologies, high-throughput imaging techniques and very fast and accurate automated cell counters along with the necessary reagents and consumables. This is something that academia and pharmaceutical companies need all the time in their research development - up to multi-omics offerings with an extensive

* https://www.revvity.com

Zitationshinweis

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portfolio in genome sequencing. We always make sure that we do not map individual solutions, but always an entire workflow.

Health services research is primarily concerned with the question of what reaches the patient at the end of the day, but also what new data streams can be generated to make health services research even better. Where can you lend a hand to health services research?

We are not a data provider who passes on data outside of our own product development or evaluation studies. But we are partners of those companies that generate data with our tools. Corona was the prime example of this. It only took us two or three weeks to provide the corresponding test kits for PCR-based Corona diagnostics - after all, over 70 million samples were tested with them worldwide. Of course, in the course of the corona pandemic, these were continually adapted so that they could detect new variants with high significance and accuracy. If another pandemic should occur - which of course no one wants, but is quite likely - we can react very quickly to new developments with the knowledge gained here and offer appropriate kits and diagnostics. In this sense, we are the partner of all those who generate research data with our tools and then make it available to the worldwide research community.

Let's go back to your statement: ‚Revolutionising health'. How is that supposed to work? The bottom line is that you are a sorcerer's apprentice, so to speak, who has various solutions in your portfolio that others can apply to conduct health-promoting research.

Something like that. We support everyone - whether in academia or in the pharmaceutical and biotech world - in the area of drug development. We see ourselves as a scientific companion with a really huge toolbox and an enormous range of solutions that can be used to address almost any issue. In the last four years, we have achieved a lot in this area and have been able to attract many interesting companies, most of which are now fully integrated into Revvity.

Either you develop yourself or you round off.

Always what fits better into the corporate strategy and, above all, into the necessary time horizon, which is becoming ever faster due to technology, digitalisation and AI. Thanks to our long history and longstanding market success, we have the capacity to invest the necessary power - formed by competences and budgets - in the diagnostic markets that are important to us, in order to really develop them further. However, the most important key to playing a decisive role here is always our own innovative strength. The fact that we can do both - develop and acquire - makes us fit for the future. We see ourselves as a player who not only wants to survive in the diagnostics and life sciences markets for the next decades, but also wants to help shape them - always according to our motto: embrace the unknown.

Which future markets are you focusing on?



Marcus Quack

has been DACH Managing Director of Revvity since May this year. Before that he was Managing Director of PerkinElmer DACH & Poland, and before that Sales Service Manager of PerkinElmer Diagnostics Central (DACH & BNL).

We clearly see them in the area of applied patient treatment, often referred to as personalised medicine. We will increasingly develop therapies and treatment options tailored to the individual. This is always preceded by the corresponding diagnostics including the necessary cell-based methods to detect genetic constellations. In addition, we have the corresponding imaging methods as well as solutions around next-generation sequencing for everything that may come our way.

If you want to look five years into the future, where do you see Revvity?

Much more than today, we will develop software solutions tailored to our customers - for data analysis, data handling and, of course, Big Data. For example, many years ago we developed software that can be designed in the future to display scientific data, from whatever field, in any format a customer wants, to enable super-fast analyses.

Another component of your large portfolio.

That's where you might understand a bit of my challenge in describing what Revvity is all about. That's why I welcome the fact that the portfolio, which used to be much larger, has been focused on the human science sector, which allows me to strategically align it in the German-speaking countries for which I am responsible. <<

Mr Quack, thank you for the interview.

The interview was conducted by MVF Editor-in-Chief Peter Stegmaier.