Customer ViewPoint in Worldwide Emerging Healthcare Markets

Country-specific reports scheduled for 2015-16

- What do customers in each country say about your distributor’s performance?
- How are your competitors’ channels performing in each market?
- What do buyers and end-users want from foreign manufacturers?
- Sales and marketing practices that are working best in the local market.

InforMedix Customer ViewPoint in Emerging Markets reports are based on current, first-hand, on-site interviews with decision-makers.

Reports are designed to rapidly and significantly guide your company’s management of growing foreign markets.

www.InforMedixMR.com
630-812-1460
Customer ViewPoint: How is Each Vendor Performing? in Emerging Healthcare Markets

Report Contents

I. Market Overview
   Features of the National Medical Devices Marketplace
   Trends, 3-5 Years

II. Healthcare Facilities
   Major Urban Markets, Outlying Markets
   Public Hospitals, Private Hospitals, Major Academic Centers
   Other Care and Treatment Facilities

III. Customer Point of View: Distributors
   In-country distributors
   Foreign entrants
   What do buyers say about the performance of each distributor?
   What do clinicians say about how they are supported?

IV. Customer Point of View: Manufacturers
   Customer awareness for manufacturers active in-country
   Frequency and relevance of contact from manufacturers
   Customer assessment of sales and product strategies
   Perception of price points, price sensitivity, trends
   After-sales support and service

V. Customer Needs, 2015-16
   What kinds of partnerships and interactions with manufacturers are working well?
   Problems, Turn-offs, Marketing blunders
   Best-in-class sales and marketing practices

VI. Trends and Changing Needs
   Changing patient demographics
   Enhanced physician education
   Globalized codes of ethics
   New decision-makers, centralization & decentralization of purchasing
   E-Commerce in medical devices and supplies
   How instant & global information changes the decision process
   Remote training, remote diagnostics and repair

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Customer ViewPoint: How is Each Vendor Performing?

These Emerging Healthcare Market reports go beyond the simple metrics of market size, population, and hospital statistics.

InforMedix worldwide reports:

• Detailed but easy-to-understand insight into buyers’ and end-users statements about each vendor of medical devices, supplies, and equipment.

• Reporting based on current, first-hand in-country interviewing.

• Clear explanations of ...

  ✓ How buyers and end-users see each vendor’s performance.

  ✓ Buyers’ opinions about distributors handling your products.

  ✓ What buyers and end-users want next from their vendors.

• These reports are designed to rapidly and effectively guide your company’s local market strategies and tactics.

• Investigators provide presentation and consultation meetings with client sales and marketing management.

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## Upcoming Emerging Healthcare Markets reports from InforMedix

*Publication schedule and pricing available on request*

<table>
<thead>
<tr>
<th>Developing Market</th>
<th>Healthcare Expenditures*</th>
<th>Economic Growth Rate**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>$217 billion</td>
<td>0.1%</td>
</tr>
<tr>
<td>India</td>
<td>$77 billion</td>
<td>7.4%</td>
</tr>
<tr>
<td>China</td>
<td>$511 billion</td>
<td>7.4%</td>
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<tr>
<td>Indonesia</td>
<td>$27 billion</td>
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<tr>
<td>Mexico</td>
<td>$79 billion</td>
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<td>Colombia</td>
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<td>South Africa</td>
<td>$31 billion</td>
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<tr>
<td>Turkey</td>
<td>$46 billion</td>
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<tr>
<td>Russia</td>
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<tr>
<td>Malaysia</td>
<td>$13 billion</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

** World Bank data, GDP growth, 2014  

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