Selling Medical Technology
in
Worldwide Emerging Healthcare Markets

Country-specific reports scheduled for 2015-16

• Whom do you need to contact?
• What do they need to hear?
• Why would they buy from you instead of their trusted domestic vendors?
• Sales and marketing practices that work in the local market.

InforMedix reports on Selling Medical Technology in Emerging Markets are based on current, first-hand, on-site interviews with decision-makers.

Reports are designed to rapidly and significantly guide your company’s new market planning.

www.InforMedixMR.com
630-812-1460
Selling and Supporting Medical Technology in Emerging Healthcare Markets

Report Contents

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

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

Distributors and Their Roles
In-country Distributors
Foreign Entrants

Insurance, Sources of Payment

Product Selection & Purchasing
Contact Points for Sales
--Administration, Management, Contracting Personnel
--Physicians & Surgeons
--Nursing, Technologists, Other Staff
--Biomedical Engineering
--Product Evaluation Committee, P&T Committee
--Other contact points and their roles
Contracting, Tenders & Bids
Purchase, Lease, Rent, Disposables Contracts (reagent/rental)
Perception of Local Vendors vs. Foreign Vendors

Sales Cycle for Non-Domestic Manufacturers
Medical Device Approval Authorities
Engaging Local Distributors
Pathway for Individual Salespersons
The Role of Regional and Home-Office Management

Advertising, Promotion, Distribution of Information
Direct Methods (print, email, etc.)
Web, Electronic Media
Meetings, Conventions

After-Sale Support, Product Service
Initial Inservice & Training
Ongoing Training and Support Requirements
Product Updates, Product Literature Updates
Service and Repair Options
Upgrades and Replacements

Legal Issues
Regulatory Environment
Contract Adherence, Patent Protection
Selling and Supporting Medical Technology in Emerging Healthcare Markets goes beyond the simple metrics of market size, population, and hospital statistics.

InforMedix worldwide reports:

- Detailed but easy-to-understand insight into local processes used for evaluating and buying medical devices, supplies, and equipment.
- Reporting based on current, first-hand in-country interviewing.
- Clear explanations of customary processes for ...
  - product evaluation
  - vendor comparisons
  - purchasing methods
  - ongoing product/service support
- These reports are designed to rapidly and effectively guide your company’s new market planning and sales penetration.
- Investigators provide presentation and consultation meetings with client sales and marketing management.
### 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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<tr>
<td>Colombia</td>
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<tr>
<td>South Africa</td>
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<tr>
<td>Russia</td>
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<tr>
<td>Malaysia</td>
<td>$13 billion</td>
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</tr>
</tbody>
</table>

** World Bank data, GDP growth, 2014