



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

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***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

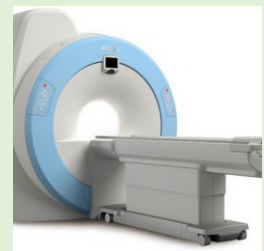
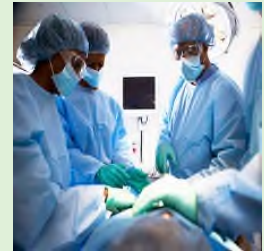
Changing patient demographics
Enhanced physician education
Globalized codes of ethics
New decision-makers, centralization & decentralization of purchasing
E-Commerce in medical devices and supplies
How instant & global information changes the decision process
Remote training, remote diagnostics and repair

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.
 - Surgery
- Reporting based on current, first-hand in-country interviewing.
 - Critical Care
- 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.
 - Cath Lab
- These reports are designed to rapidly and effectively guide your company's local market strategies and tactics.
 - Imaging
- Investigators provide presentation and consultation meetings with client sales and marketing management.
 - Laboratory
- Pharmacy



Upcoming Emerging Healthcare Markets reports from InforMedix

Publication schedule and pricing available on request

Developing Market	Healthcare Expenditures*	Economic Growth Rate**
Brazil	\$217 billion	0.1%
India	\$77 billion	7.4%
China	\$511 billion	7.4%
Indonesia	\$27 billion	5.0%
Mexico	\$79 billion	2.1%
Colombia	\$26 billion	4.6%
South Africa	\$31 billion	1.5%
Turkey	\$46 billion	2.9%
Russia	\$137 billion	0.6%
Malaysia	\$13 billion	6.0%

* World Health Organization, US dollars, 2013

** World Bank data, GDP growth, 2014

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