



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.

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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

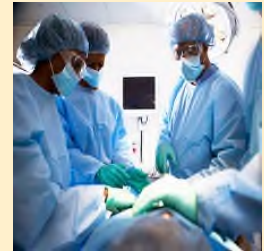
Regulatory Environment
Contract Adherence, Patent Protection

***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.

➤ Surgery



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

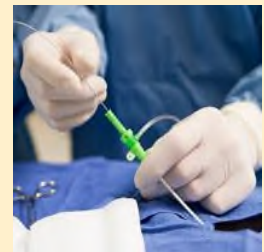
➤ Critical Care



- Clear explanations of customary processes for ...

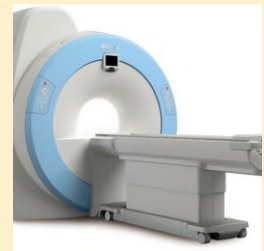
- product evaluation
- vendor comparisons
- purchasing methods
- ongoing product/service support

➤ Cath Lab



- These reports are designed to rapidly and effectively guide your company's new market planning and sales penetration.

➤ 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

InforMedix Marketing Research, Inc.

www.InforMedixMR.com

Info@InforMedixMR.com

630-812-1460