

MARKETWATCH

Weekly News Bulletin– Issue No.3

February 16, 2018

In this issue...

**Reprocessed Medical Devices Market worth over \$3 billion by 2024:
Sellbyville, Delaware, Feb. 12, 2018 (GLOBE NEWSWIRE)**

Global Reprocessed Medical Devices Market is projected to surpass USD 3 billion by 2024; according to a new research report by Global Market Insights.

Cardiovascular medical devices held maximum revenue share of the overall reprocessed medical devices market due to high prevalence of cardiovascular diseases and, associated high surgical procedures of heart. Moreover, increasing factors such as, lack of physical exercise, unhealthy eating habits upsurges risk of cardiovascular diseases thereby, offering immense scope of growth in future for reprocessed cardiac devices. Hospitals accounted for largest revenue share due to increasing requirement for reprocessed medical devices that aid in medical waste management. In addition to huge wastage produced from the operating rooms requires reduction of medical waste and management of landfills every year, this can be achieved through reprocessing. Furthermore, high number of surgical procedures performed in hospitals propels reprocessed medical devices market growth. U.S. held substantial revenue share owing to rising prevalence of heart disease, supportive regulatory framework, high number of medical products producers involved in the reprocessing programs. China and India are anticipated to grow lucratively due to increasing investments in healthcare setup by major players along with high incidences of chronic conditions such as, cardiovascular diseases that leads to cardiac surgeries. In addition, strengthening network of distributors in developing nations stimulates reprocessed medical devices market growth.

Companies operational in the reprocessed medical devices includes Stryker Sustainability, Vanguard, GE Healthcare, Vascular Solutions, SureTek Medical, Centurion Medical Products, Soma Technology, Hygia Health Services, Steril Med (Ethicon Endo-

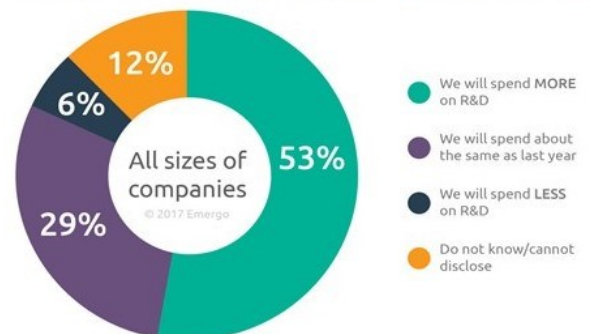


Feb. 12, 2018 (GLOBE NEWSWIRE)

Marketwatch

Emergo survey: Medical device R&D spending expected to rise through 2018

Do you think your company will invest MORE or LESS on research and development (R&D) during the next 12 months?



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- Highlights– What is in it for us?

In this issue...

US stents dip in distribution in India after price caps

By Prabha Raghavan Feb 14, 2018, 09.45 AM IST

NEW DELHI: Indian, Chinese and other non-US manufacturers seem to have benefitted from the price control on cardiac stents, as they increased their share at the expense of American companies in the Indian market for the device used to unblock coronary arteries.

Some industry executives and doctors said the data, captured by the National Pharmaceutical Pricing Authority, showed that the US products were becoming less attractive for hospitals. Patient activists, however, alleged that these firms were withholding their supplies to create an artificial shortage in the market.

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Trends in the Indian stent market

Type of Company	Opening Stock		No. of Additional stents imported/manufactured		No. of stents distributed		Share of stents distributed	
	2017	2018	2016	2017	2016	2017	2016	2017
US MNCs	62,733	~1.23 lakh	~3.57 lakh	~3.60 lakh	~3.49 lakh	~3 lakh	39%	33%
Indian	~1.42 lakh	~1.66 lakh	~5.40 lakh	~5.68 lakh	~5.13 lakh	~5.45 lakh	57%	61%
Chinese	0	2,606	0	10,262	0	7,656	0%	1%
Non-US MNCs	11,199	13,661	39,548	43,059	38,654	40,588	4%	5%

Source: National Pharmaceutical Pricing Authority

5 innovative medical device projects receive \$200k funding at Pitt Chris Togneri February 12, 2018

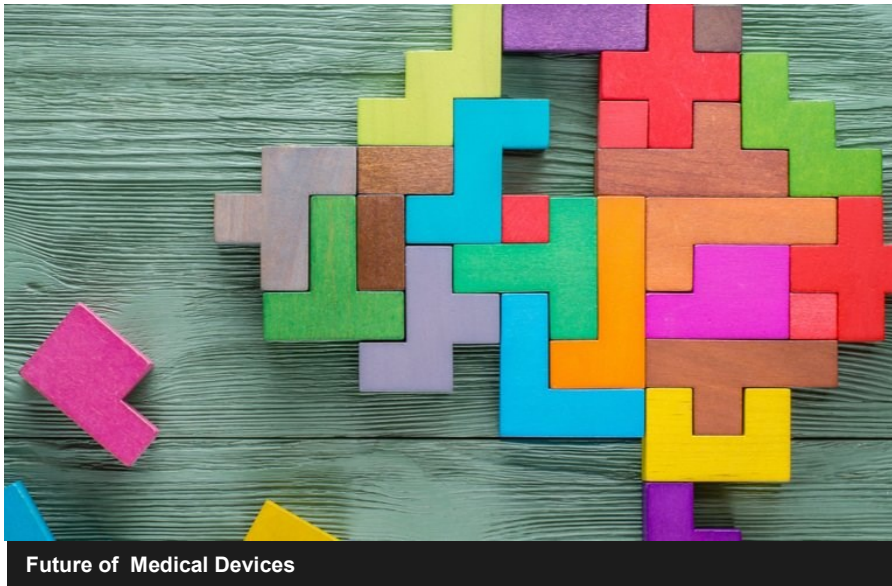
Even the highest-tech medical devices began purely as ideas — conceptual, back-of-the-envelope notes that traveled a complicated road from abstract notion to widespread usage. For six years running, the University of Pittsburgh's Center for Medical Innovation (CMI) has encouraged products along this path by annually providing \$200,000 in grants to Pitt researchers. "These are the kinds of projects that promote tangible innovation," says Dr. Alan Hirschman, professor of bioengineering and CMI's executive director. In the latest round, CMI officials recently announced grants to five engineering and medicine groups under the Pilot Funding Program for Early Stage Medical Technology Research and Development.

The resulting research could someday help doctors treat a wide arrange of ailments, including traumatic eye injuries, hearing loss and respiratory diseases. "We are translating known principles and known technologies," Hirschman says, "into usable healthcare products that can improve lives." Here are the five ambitious projects that received funding: Bioengineer a synthetic material that would be used to coat the inside of blood vessels to promote blood flow, to treat patients with chronic obstructive pulmonary diseases — such as cystic fibrosis — with a new type of medication that hasn't been usable previously by developing an aerosol delivery system, create a safer space-filling gel that can be inserted directly into the injuries.

Why Wearables?

Here are some key findings of the global wearable medical devices market, according to Technavio healthcare and life sciences researchers:

- Increasing prevalence of chronic diseases: a major market driver
- Emergence of innovative wearable medical devices: a key market trend
- The Americas dominated the global wearable medical devices market with 45% share in 2017
- Fitbit, Garmin, Koninklijke Philips, OMRON Corporation, Sonova, and William Demant are the leading players in this market
- Increasing prevalence of chronic diseases is one of the major factors driving the global wearable medical devices market. The increasing worldwide prevalence of CVDs such as stroke and cardiac diseases, chronic respiratory diseases such as asthma, preterm births, neurological disorders, hearing disorders, chronic pain, chronic diseases such as diabetes and rise in aging population is estimated to increase the demand for wearable medical devices.
- Patients with chronic diseases such as diabetes, asthma that require constant monitoring are increasingly adopting these devices. To cut down on costs and reduce the burden of hospital visits, patients are preferring wearable medical devices. This is increasing the demand for wearable medical devices and in turn, driving the growth of the global wearable medical devices market.



In this issue...

The future of neurology: Transforming patient value through the integration of technology-Erik Janssen, Feb 13,2018

Unprecedented innovation in technology is rapidly revolutionizing human life when it comes to healthcare. From implementing artificial intelligence (AI), to using robotic nurse assistants, now more than ever healthcare companies are looking to advances in technology to aid their work in developing new treatments, to ultimately deliver better value to patients.

There is still a way to go in areas such as diagnosis, access, disease control and social stigma when it comes to neurological conditions. Whilst epilepsy can be treated effectively with medication, 30 percent of patients still live with a daily fear of uncontrolled and unpredictable seizures. With Parkinson's disease, non-motor symptoms, such as fatigue and gastrointestinal problems, are missed or misdiagnosed by neurologists in around 60 percent of consultations. As a result, people with these conditions are frequently mismanaged, resulting in a delay in treatment or prescription of suboptimal treatment – neither of which is helpful to the patient.

Another intriguing technological development is the ability for doctors to call upon real world data to determine which patients might best respond to a particular treatment approach. Platforms are being developed to draw on anonymised data from millions of patients over decades of individual records. The implementation of this type of technology within medicine can help doctors find the best-match treatment for patients based on the experiences of thousands of past cases, all accessible, in real-time, from a desktop or tablet.

A number of 'smart' technologies in the field of neurology have already been introduced into the market, with innovative devices being developed to track patient ailments in real time. For example, collaborative research programs such as RADAR-CNS, which aims to explore the potential of wearable devices to predict and treat epilepsy. For Parkinson's, software like GNLT's data visualization feedback tool, are examples of how technology is helping to revolutionizing the daily lives of patients around the world. Through the conver-

A business survey by the Association of British Healthcare Industries (ABHI) shows that over half of [UK medtech companies anticipate exports to the Middle East over the next five years.](#)

ABHI found that 51% of those involved in the survey anticipated improved turnover in the region. ABHI's International Policy Group have also identified the Middle East as a key global region. The association's policy group is led by member companies and supports the industry's access to foreign markets.

The Middle East is an attractive market for UK medtech companies as there is a big demand for products that can benefit ageing populations.

The survey's results come as 200 British companies prepare to travel to the UAE to exhibit at Arab Health, the largest healthcare exhibition in the region.

Held in Dubai from 29 January to 1 February, the exhibition offers a global platform for the world's leading manufacturers, wholesalers and distributors to meet with the scientific community in the Middle East and subcontinent to discuss business and develop new partnerships.

Paul Benton, managing director, International at ABHI, said: "When we consider the substantial investment into public health from the government of the UAE, and wider Middle East, opportunities for UK companies providing value-based healthcare solutions are significant. With so many companies planning to increase their presence in the region, Arab Health is the ideal platform to drive this growth and the UK Pavilion promises to be a hub of activity .

MARKETS

Saudi Arabia

Key Players for Saudi Arabia Medical Devices Market:

Johnson & Johnson, General Electric, Medtronic, Koninklijke Philips Electronics NV., Baxter International, Fresenius Medical Care AG & Co., Cardinal Health, Al-Salehiya Medical Establishment, Saudi Pharmaceutical Industries & Medical Appliances Corporation (SPIMACO), Al Amin Medical Instruments Company (AMICO), Al Faisaliah Medical Systems (FMS), Siemens Ltd and others.



Medical device market is expected surpass US\$ 1.5 billion in 2018.

Saudi Arabia is one of the largest and emerging markets for medical devices and associated products in the Middle East. Favorable growth in the medical device market is primarily driven by public sector spending more than 60% share contributed by the Ministry of Health, the remaining being dominated by the private sector and other public providers. A lot of credit for this exponential growth goes to the increase in the budget allocation and expansion of healthcare facilities like hospitals and clinics coupled with an increase in the number of new health projects in the public sector. All these have played a significant role in the market development.

The medical device sector is being forecast to represent a strong growth in the coming years overall in the increase of healthcare spending, growing penetration by the healthcare insurance, increase in the per capita income, and huge investment in human resources and infrastructure.

Medical device market is expected surpass US\$ 1.5 billion in 2018.

The market involves two segments one high-tech devices with extreme sophistication and another is the low tech improved devices. The high tech segment such as diagnostic imaging devices is witnessing higher rates of growth. The low tech segment is also growing at a good rate but has witnessed growth in developing regions as the market for these in developed regions is stagnant. The other market driving factors are rising public healthcare expenditure in Saudi Arabia, development of large hospitals such as King Faisal hospital in Riyadh, demand for noninvasive therapy etc. The market constraints are strict and ambiguous regulatory framework, growing concern for security especially data security, differential availability between developed and developing regions, connectivity issues in Saudi Arabia, the interference Sharia courts etc.

This is “For Us” page...

Latest forecast from KPMG:

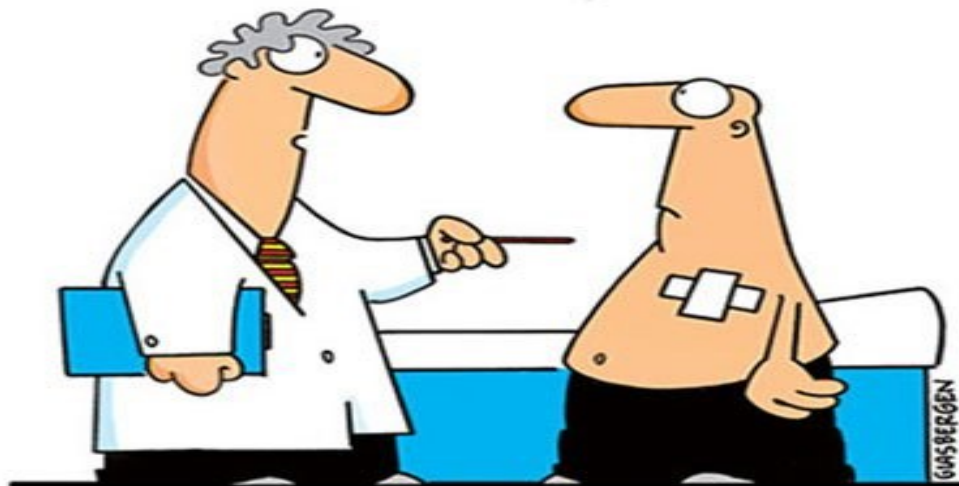
- ◆ Although margins in services may not currently be as high as those in pure medical device manufacturing, companies that do not integrate value added offerings to their portfolio risk giving up market share, and competing in a commoditized market
- ◆ The competitive landscape for medical devices in 2030 is poised to look completely different than it does today, thanks to new and non-traditional entrants, disruptive technologies and players with global ambitions emerging from high growth markets
- ◆ Technology has the potential to both propel and disrupt the medical industry, with exciting new developments emerging at a previously unimagined pace.

Something to think about- What is a value proposal?

“Value proposition refers to a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service. This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.” In our case the “consumer” is the patient and therefore any value we add to the outcome of a medical procedure needs to be part of the value statements we communicate. That is why the main message we included in our 2020 roadmap is “patient focus”. That is why our value proposal is not about the technical specs of a product but how it provides a benefit for our customers’ customers– namely the patient. Do not hesitate using effective “adjectives” as benefit.



“Your x-ray showed a broken rib, but we fixed it with Photoshop.”



“It’s a pacemaker for your heart. Plus, you can download apps for your liver, kidneys, lungs, and pancreas!”

Contact Us

If you have any specific area that you need information on, please contact Corporate Marketing so we can focus on the specific areas to research to speed up your efforts.

Gülderem Somar, Director,
Corporate Marketing

