



Challenges & Opportunities: India's Medical Device Market

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- Brief Introduction to AdvaMed
- Healthcare Needs in India
- Overview of India's Medical Devices Market
- Opportunities & Challenges
- Best practices for doing business with India



“The Advanced Medical Technology Association (AdvaMed) is the world’s leading trade association representing manufacturers of medical devices and diagnostics. AdvaMed members range from the largest to the smallest medical technology innovators and companies. AdvaMed has 400 members representing more than 550 unique divisions and subsidiaries. AdvaMed advocates on a global basis for the highest ethical standards, timely patient access to safe and effective products, and economic policies that reward value creation.”



- **Staggering 21% of the world's disease burden (WDB) and 18% of the world's population (WP)**
 - *China :13% (WDB); 24% (WP); Brazil: 2% (WDB); 3% (WP)*
 - Even smaller for developed countries
- **Non communicable diseases (NCDs) increasing rapidly**
 - NCD deaths (of total): 40% in 1990; 53% currently; expected to rise to 59% by 2015
- **Massive 'Healthcare Gap'**
 - India's total healthcare expenditure is 4% of GDP (ranked 152 globally)
 - The Government provides roughly 25% of this!
 - Underserved – both by public and private healthcare...

Medicines and medical devices have a critical role to play in bridging this gap...

Quick Industry Facts



AdvaMed
Advanced Medical Technology Association

Size: ~ USD 3 billion;

Global industry ~ USD 200 billion

Per capita expenditure on medical devices < USD 2.5

USD 40 in Brazil, USD 41 in Russia and USD 13 in China

Potential for growth: estimated at 15.5% over the next 3 years; could reach US\$ 50bn by 2030

Demand far outstrips supply... could deliver improved access



Public Health

- Maternal infant health
- Communicable diseases
- Non-communicable diseases
- Health system strengthening
- Affordable and accessible healthcare
- Greater healthcare coverage
- **Frugal innovation/Innovation for India**

Industry and Innovation

- Replicate pharmaceutical model
- Promote medical devices industry
- "Make in India"
- Create medical device innovation clusters
- Separate regulations for medical devices
- **Frugal innovation/Innovation for India**

However, challenges are abundant...



➤ **Uncertain regulatory environment and general confusion**

➤ **Fragmented payment schemes and looming threat of price controls**

➤ **Corruption along the supply chain**

➤ **Reputational challenges for multinationals**



Understanding India’s unique needs

- **What healthcare challenge does my technology address?**

Matching your technology with India’s clinical setting

- **Is my technology appropriate in India?**

Take a medium-long term approach to India

- **Am I willing to commit to this market?**

Identifying reputable partners and centers of excellence to launch your technology

- **Am I willing to take the time to develop strong partnerships?**



Evolution of Fugal Innovation

Removing the bells and whistles to create a simpler more affordable technology



Working with local researchers, clinicians and engineers to develop new technologies appropriate for low resource settings





Thank you! Any Questions?

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