Introducing a new world-class business analysis tool for the medical device and equipment industry

medistat interactive Stats & Forecasts

10,600 primary source medical metrics for 5 years of historical data 2006-2010

10,800 original forecast stats for key medical metrics 2011-2016

66 markets worldwide

1 powerful and easy-to-use analysis tool

The ultimate marketing and business planning tool for the medical device and technology industry!



Contact +44 (0)1243 533322 or visit www.espicom.com/misf to arrange a demonstration

medistat interactive

Stats & Forecasts

Creating practical business intelligence

Statistics by themselves are of little value. It's only when they can be used to evaluate a market that they become a valuable planning tool, helping to assess risk, monitor performance and allocate resources and effort.

For over 30 years, Espicom has been the leader in analysing medical technology markets worldwide. Its reputation as a provider of reliable and thorough information is well-founded and its services are used by leading healthcare companies in more than 50 markets.

Medistat Interactive Stats & Forecasts – a new force in medical market analysis

Combining Espicom's world-class data with a state-ofthe-art analysis tool, *Medistat Interactive Stats & Forecasts* takes medical market evaluation to a new level.

Dashboard-driven, interactive and rich in graphics, means you can now easily mobilise key data, immediately compare and contrast key health indicators, infrastructure and market data for multiple countries at the click of a button. Track changes to historical/forecast data, export the data to other programmes or create pdfs of charts and tables for inclusion in plans and presentations.

Whether it's fast access through one of the many pre-defined screens or a specific custom report, you have complete control over the data, making it work quickly for you.

The fast, efficient and effective opportunity and bench

Key benefits & features

Compare Key Indicators

How does per capita health spend compare in BRIC countries? What is the forecast growth in orthopaedics in Poland, Czech Republic and Hungary? With *Medistat Interactive Stats & Forecasts* you can easily compare any statistics for any number of countries.

O Strategic Insights

Medistat Interactive Stats & Forecasts provides the strategic intelligence to support key investment, business planning and marketing decisions.

O Market Snapshots

Easily review all statistics for a particular market.

O Benchmarking

Assess your company's performance against actual market figures.

• Medical Sector Analysis

With actual figures and reliable forecasts, use *Medistat Interactive Stats & Forecasts* to see market data on specific medical technology areas in the context of other health indicators.

• Track Trends

Use *Medistat Interactive Stats & Forecasts* to track trends in past performance and assess future prospects with our unique forecasts for key indicators.





Covering 66 primary and emerging markets worldwide

Argentina Australia Austria Bangladesh Belarus Belgium Brazil Bulgaria Canada Chile China Colombia Croatia Cuba Czech Repub India Indonesia Iran Ireland Israel Italy Japan Jordan Korea Latvia Lithuania Malaysia Mexico Morocco Netherlands New Zealand Portugal Romania Russia Saudi Arabia Serbia Singapore Slovakia Slovenia South Africa Spain Sweden Switzerland Taiwan Thailan

ective way to assess risk, identify mark performance in global medical markets

O Pinpoint Markets

Dynamic mapping allows visual comparison. Access further data direct from the map points.

Practical

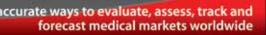
Easily export data to other packages, create pdfs or copy and paste graphs for use in presentations.

Interactive and dynamic charting

Charts and graphs in *Medistat Interactive Stats & Forecasts* refresh as you change parameters. In many cases you can continue to drill down to key data from within the charts as well as using the traditional navigation.

O Global coverage

Get a whole world picture with *Medistat Interactive Stats & Forecasts*. This cost-effective service provides all data and forecasts for 66 countries.





• Not what you need? Then why not consider a custom build?

For highly-specific analysis we can build a service based on your precise needs. Call +44 (0)1243 756027 or contact Victoria McVeigh (victoria_mcveigh@ espicom.com) for further details. Alternatively visit the website at www.espicom.com/misf

Dashboard driven pre-defined popular views or custom search – the choice is yours with Medistat Interactive Stats & Forecasts

lic Denmark Egypt Estonia Finland France Germany Greece Hungary Norway Oman Pakistan Peru Philippines Poland d Turkey UAE UK Ukraine USA Venezuela Vietnam

Extensive data inputs for a total market picture

Demographic Data 2006-2010

- Population
- Population growth
- % population aged 65+
- · Live births per '000 population
- Deaths per '000 population
- Infant mortality per '000 live births
- Life expectancy for males/females

Economic Data 2006-2010

- GDP
- GDP per capita
- Health expenditure (US\$)
- Health expenditure per capita (US\$)
- Health expenditure as a % of GDP
- Public health expenditure as a % of the total

Healthcare Data 2006-2010 – GDP per capita

- Hospitals (public & private)
- Hospital beds
- Beds per '000 population
- Physicians
- Physicians per '000 population
- Market Projections 2011-2016
 - Medical equipment market
 - · Per capita value medical equipment market
 - Medical equipment market growth rate
 - Specific market projections for: Consumables Diagnostic imaging Dental products Orthopaedic products Patient aids

Key Data Projections 2011-2016

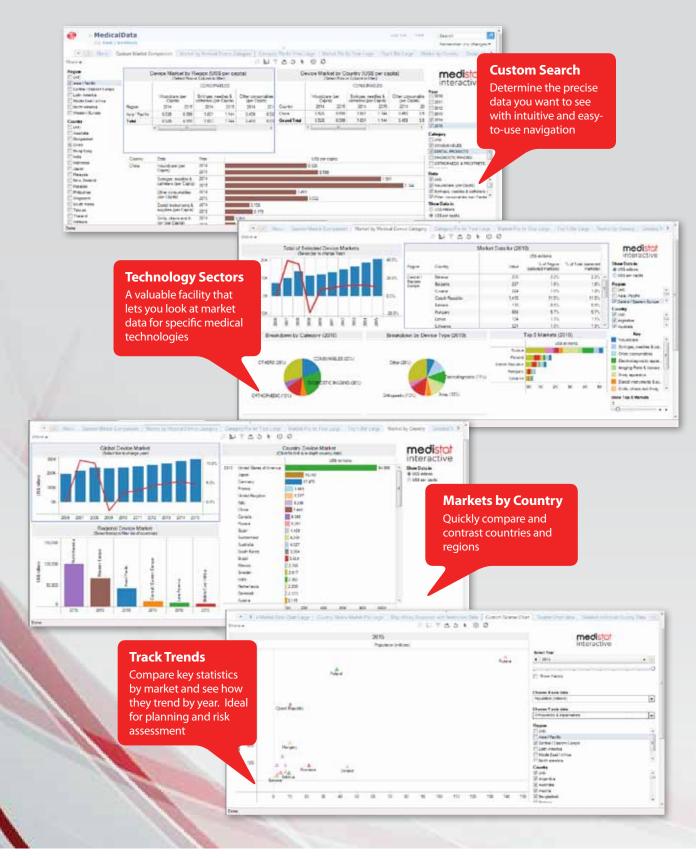
- Population (millions) % growth Number of people aged 65+
- GDP (US\$ billions) Per capita (US\$) Real growth
- Total health expenditure (US\$ billions) Per capita (US\$) % of GDP
- Hospital beds ('000s)
 Rate per '000
- Physicians ('000s)
 Rate per '000

TAKE A TEST DRIVE!

Judge the power and flexibility for yourself.

We can arrange for a web demonstration or meeting which will give you the opportunity to try it out.

Just see what Medistat Interactive Stats & Forecasts can do for you...



Act today!

Buy

Simply complete the enclosed order form or visit www.espicom.com/misf

Demonstration

Contact Victoria McVeigh to arrange a web demonstration or site visit. Tel: +44 (0)1243 756027 • Switchboard: +44 (0)1243 533322 Email: victoria_mcveigh@espicom.com • Web: www.espicom.com/misf

