

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](http://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-of-the-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 **benchmarking**

### 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.

#### ► Strategic Insights

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

#### ► Market Snapshots

Easily review all statistics for a particular market.

#### ► 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 Republic 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 Thailand

# Effective way to assess risk, identify market performance in global medical markets

## ► 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.

## ► 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](http://www.espicom.com/misf)

Belgium Denmark Egypt Estonia Finland France Germany Greece Hungary  
Iceland India Israel Italy Japan Korea Norway Oman Pakistan Peru Philippines Poland  
Portugal Saudi Arabia Singapore South Africa Spain Sweden Switzerland Taiwan Thailand 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...



**Custom Search**  
Determine the precise data you want to see with intuitive and easy-to-use navigation

**Technology Sectors**  
A valuable facility that lets you look at market data for specific medical technologies

**Markets by Country**  
Quickly compare and contrast countries and regions

**Track Trends**  
Compare key statistics by market and see how they trend by year. Ideal for planning and risk assessment

**Act today!**

**Buy**

Simply complete the enclosed order form or visit [www.espicom.com/misf](http://www.espicom.com/misf)

**Demonstration**

Contact Victoria McVeigh to arrange a web demonstration or site visit.  
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