

MEDICAL DEVICE INDUSTRY MACRO MAP

HOSPITALS

	Operating Room												Multi speciality					ICU/CCU	Laboratory based				Specialty								
	<i>cardiothoracic general</i>	<i>colon rectal</i>	<i>otolaryngiology</i>	<i>orthopedic</i>	<i>plastic surgery</i>	<i>ophthalmology</i>	<i>ob-gyn</i>	<i>general laproscopy</i>	<i>general-other</i>	<i>Vascular</i>	<i>urology</i>	<i>endoscopy</i>	<i>neurology</i>	<i>Robot assisted/image guided</i>	<i>anasthetics</i>	<i>respiratory devices</i>	<i>hemostats</i>	<i>tissue sealants</i>	<i>adhesion prevention</i>	<i>monitoring systems</i>		<i>Interventional cardiology</i>	<i>Interventional radiology</i>	<i>Electrophysiology</i>	<i>Interventional neurology</i>	<i>CRM</i>	<i>Radiology(imaging)</i>	<i>Renal</i>	<i>Neurology</i>	<i>Infusion systems</i>	<i>wound care and management</i>
Abbott	✓					✓			✓							✓						✓	✓								✓
Atrium	✓							✓	✓													✓	✓								
B Braun									✓						✓		✓					✓	✓						✓	✓	✓
Baxter															✓		✓		✓			✓	✓					✓	✓	✓	
Boston Scientific		✓				✓		✓		✓	✓	✓					✓					✓	✓		✓	✓					✓
CR Bard			✓	✓				✓	✓	✓	✓					✓						✓	✓	✓		✓	✓				✓
Cook	✓	✓					✓	✓	✓	✓	✓											✓	✓							✓	✓
Covidien	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓					✓		✓			✓	✓		✓	✓	✓	✓	✓	✓	✓
Drager															✓	✓				✓					✓	✓	✓	✓	✓	✓	✓
Gambro																													✓		
GE Health care			✓			✓		✓		✓			✓	✓						✓			✓		✓	✓	✓				
Gore Medical	✓	✓		✓				✓	✓			✓										✓	✓								✓
J&J	✓			✓	✓	✓	✓	✓				✓										✓	✓		✓	✓			✓	✓	✓
Kinetic concepts Inc.						✓				✓														✓	✓				✓	✓	✓
Medtronic	✓		✓	✓						✓																✓				✓	✓
Philips Health Care															✓					✓								✓			
Siemens Helath care															✓	✓				✓		✓				✓					
Smith and Nephew				✓							✓																				✓
Stryker				✓							✓	✓	✓							✓		✓								✓	
St.Jude	✓	✓											✓									✓		✓		✓			✓		
Synergetics												✓																			
Synovis	✓				✓	✓	✓	✓	✓	✓	✓																				
Unomedical/Convotech															✓								✓							✓	✓
Zimmer				✓																							✓				

Legend: ✓ = marketed product
Company: Sorted Alphabetically

Figure 14.2 Macro Map
Source Jordan 1996