

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

Cardiac Rhythm Management Micromap

	implantable cardiac defibrillators		Afib	pacemakers	replacement heart(LVAD)	catheter cardiac ablation	intra aortic balloon pump	automated implantable cardioverter-defibrillator AICD (tachyarrhythmia)	electrophysiology	cardiac resynchronization device	cardiac monitoring	cardiac assist devices	external defibrillators
	fibrillator electrodes	defibrillators											
Abiomed					✓						✓	✓	
Angiodynamics													
Arrow Medical							✓						
Arterial Remodeling Technologies													
Ashahi Intecc Co.													
Bard						✓			✓				
Biotronik				✓				✓	✓	✓	✓		
Boston Scientific		✓		✓		✓		✓		✓			
Cardiac Science		✓									✓		
Cardiac Output technologies	✓												
Cath Rx			✓										
Covidien	✓												
Maquet(Datascope)			✓				✓					✓	
Edwards Life Sciences													
GE									✓				
J&J						✓							
Medtronic		✓		✓		✓		✓		✓	✓		✓
Philips Health care											✓		
Siemens									✓				
Sorin		✓		✓					✓				
St.Jude		✓		✓	✓			✓	✓	✓			
Thoratec												✓	
Welch Ally		✓									✓		✓
Zoll	✓											✓	✓

Legend: ✓ = marketed product
 Marketed Pro Company: Sorted Alphabetically

Figure 14.1 Micro map
 Source Jordan 1996