

A BALANCING ACT FOR MEDTECH

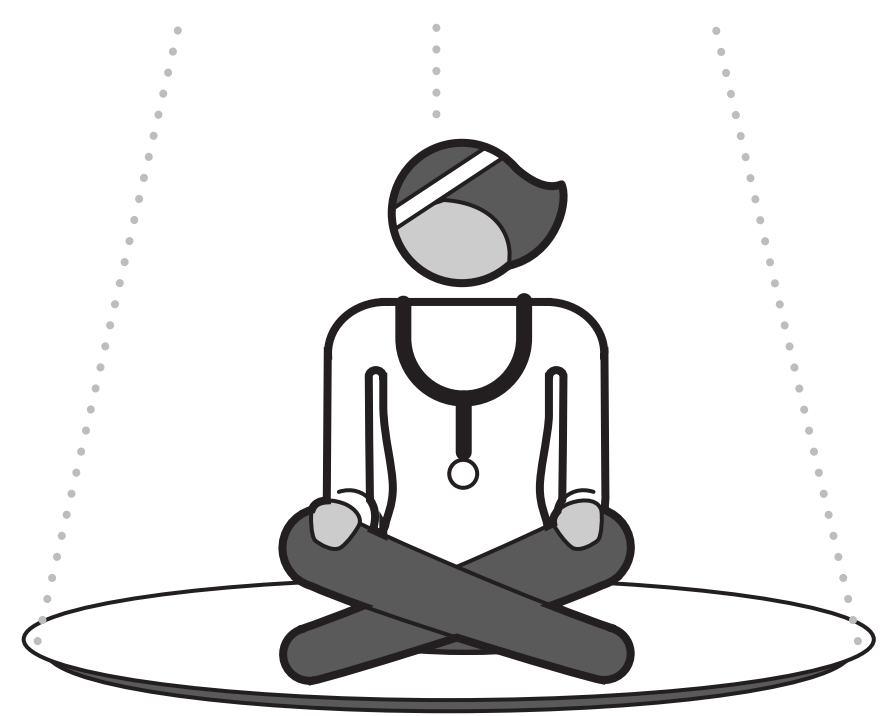
As purchasing power shifts, device makers need to rethink their customer focus

Procurement officers are taking the lead in purchasing decisions

Centralized purchasing has increased

2x

over the past two years.



Nearly

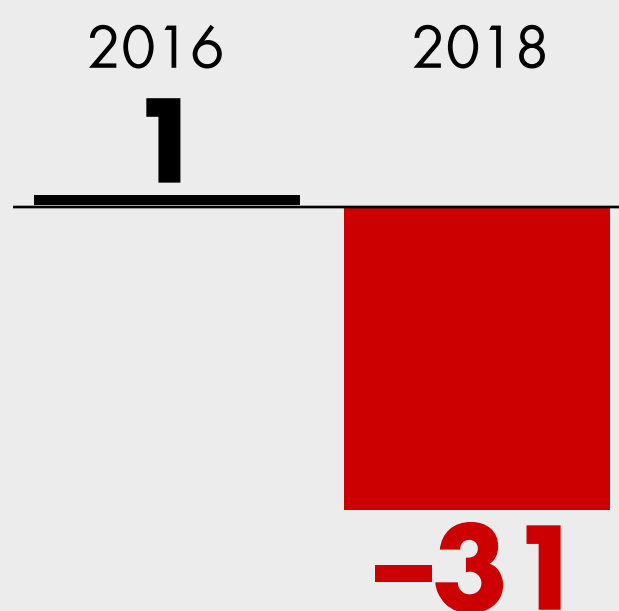
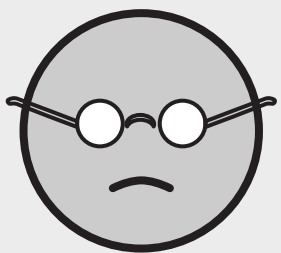
60%

of doctors say procurement leads the decisions.

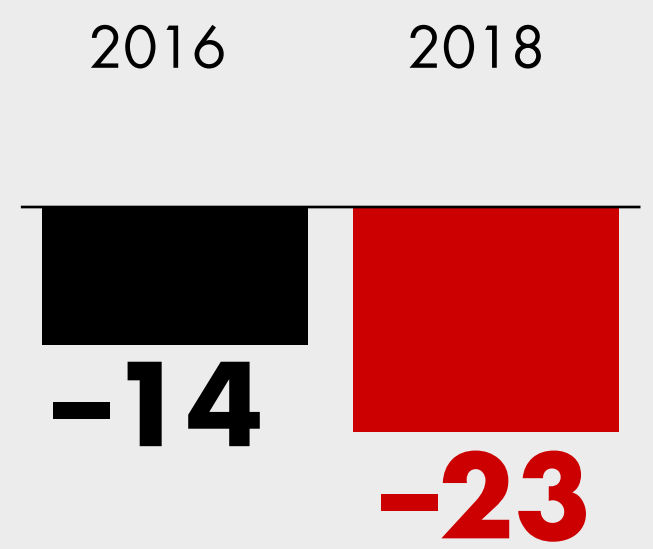
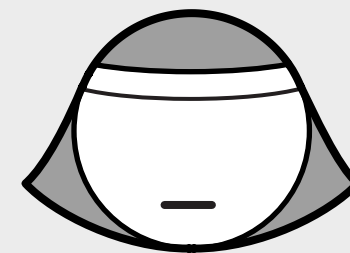
Surgeons and procurement officers are increasingly unhappy with medtech providers

Average Net Promoter Score® for 22 leading medtech companies:

Procurement officers

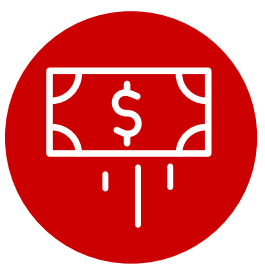


Surgeons



Why are they unhappy?

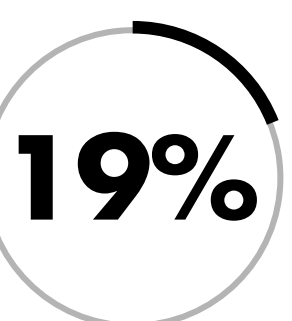
Procurement officers



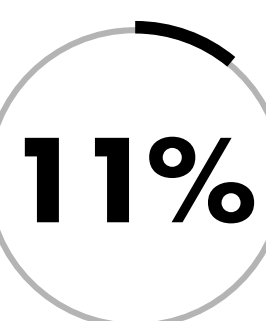
High prices



Poor services and support



No clear point of contact



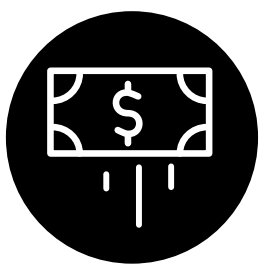
Surgeons



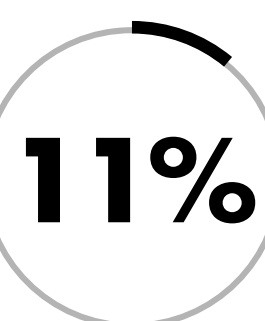
Poor services and support



No clear point of contact



High prices

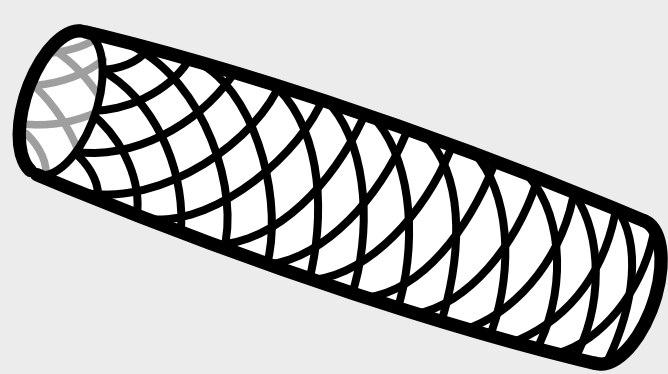


Note: Percentage of detractors listing each item as a top-three reason not to recommend a manufacturer

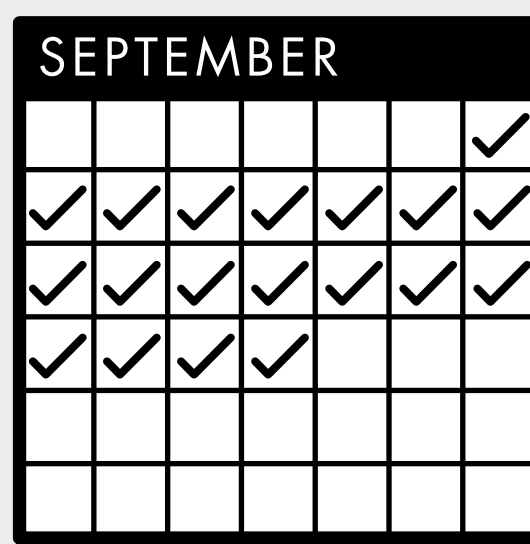
For device makers, opportunity lies in common ground

Surgeons and procurement officers value the same things.

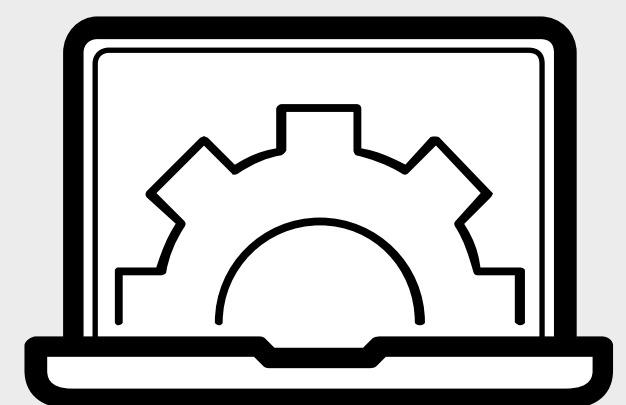
High-quality products



Reliability

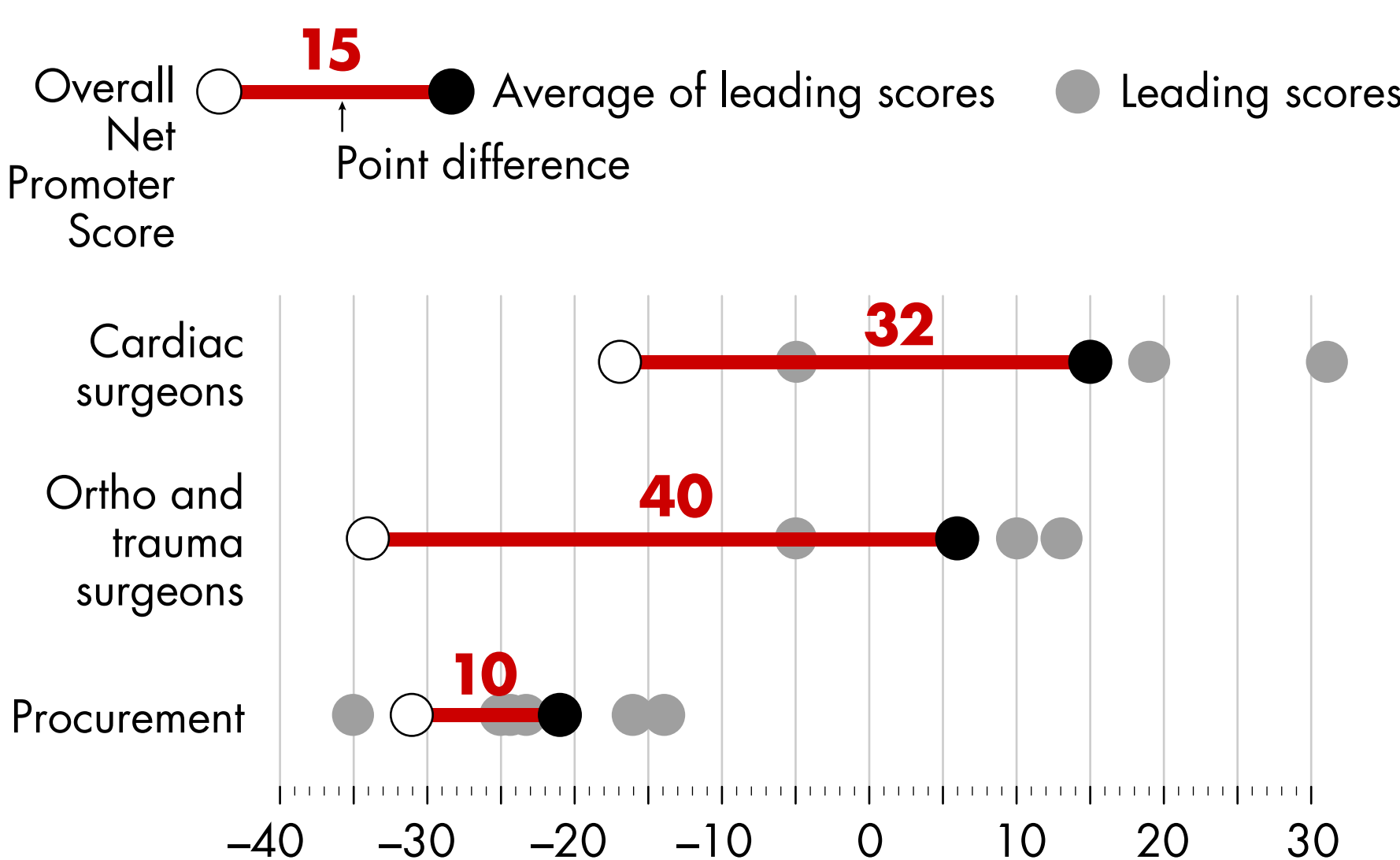


Service



Expertise matters

All buyers prefer medtech companies that are leaders in their respective fields.



Source: Bain Europe Front Line of Healthcare Survey, 2018 and 2016

Read more:



Front Line of Healthcare Report 2018

www.bain.com/europe-healthcare-2018

BAIN & COMPANY