

# Medical Technology Industry Dynamic SWOT

## Medical Devices Market: Dynamic SWOT, United States, 2011

### Strengths

- Patient demographics
- Outcomes impactful and immediate
- Last line of defense
- Emerging market need

### Weaknesses

- Time to market
- Complex purchasing environment.
- Pricing caps
- Government influence.

### Key Growth Strategies from SWOT Model

**Opportunities**

- New business models
- New treatment areas
- Consumer driven influence
- Novel enabling technologies lower cost /improve function

**ATTACK Strategies:**

- Integrate in new schema
- Influence patient push
- Go all in on key emerging markets

**REINFORCE Strategies:**

- Streamline internal valuation process
- Disciplined portfolio management

**Threats**

- Recalls
- Consolidating purchase base
- Legislative winds
- Cost of materials and manufacturing

**DEVELOP Strategies:**

- Track end-to-end healthcare dollar flow, future impact on utilization.
- Cost value models for comparison.
- Adaptable business strategies, conducive to multiple scenarios.

**AVOID Strategies:**

- Me too products; fast follower mentality.
- Doubling down on bad ideas.
- Wait and see approach.

Source: Frost & Sullivan.