## Mindmap for medtech supply chains

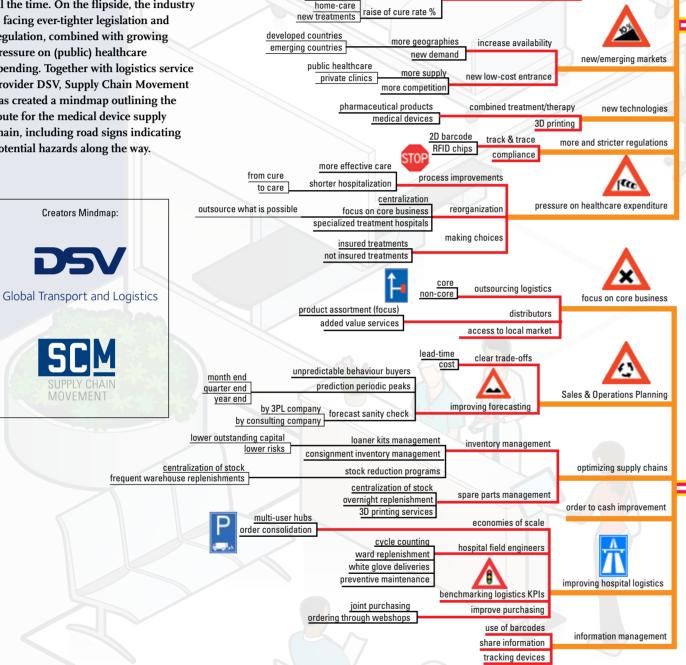
internet diseases

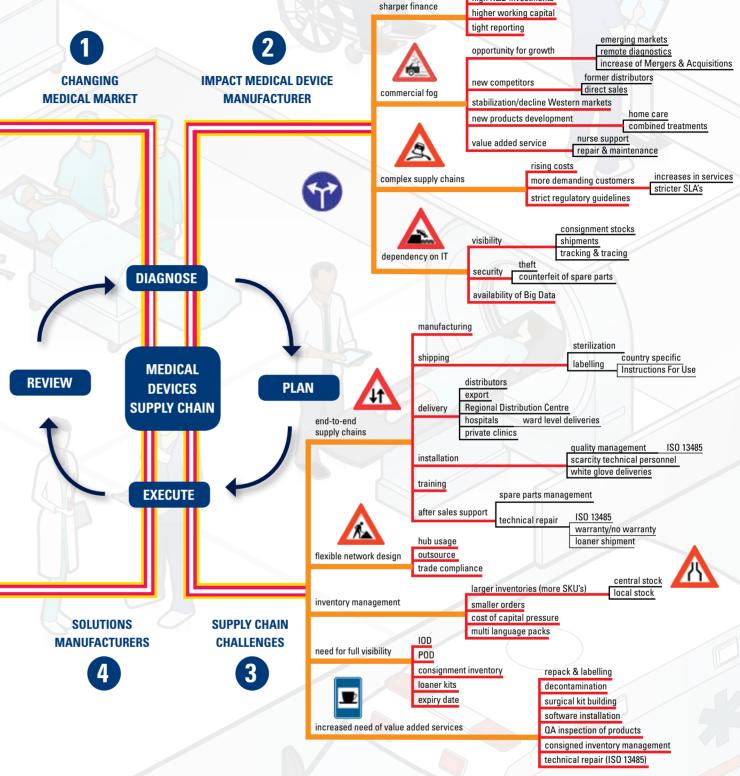
wellfare sickness

self-diagnose

increased sicknesses

The healthcare market is an interesting one for suppliers of medical devices in view of the rapidly ageing population and new opportunities that are emerging all the time. On the flipside, the industry is facing ever-tighter legislation and regulation, combined with growing pressure on (public) healthcare spending. Together with logistics service provider DSV, Supply Chain Movement has created a mindmap outlining the route for the medical device supply chain, including road signs indicating potential hazards along the way.





## MINDMAP MANUAL

The healthcare market is changing fast as a result of the rapidly ageing population and a substantial increase in average life expectancy The number of chronic diseases is on the rise, but so too are survival rates. At the same time, new sales markets The changing healthcare market is are emerging for manufacturers of medical devices, and innovative technologies such as 3D printing are making a breakthrough.

Offsetting these opportunities are stricter regulations and legislation and pressure on (public) healthcare expenditure. Manufacto follow stricter accounting practices. turers of medical technology ('medtech') must choose a clear strategy: Plan affecting medtech manufacturers in several ways. Various rules, such as the one stating that turnover can only be councosts, ever more demanding customers

ted as such when the medical device has actually entered use, mean that they have Growth opportunities new competitors in-house product developments and the addition of extra services are muddying the commercial waters. Supply chains are becoming increasingly complex with rising

and rigidly upheld guidelines. At the same time, dependence on IT systems is growing, which forms both a risk and a notential opportunity Medtech producers have no choice but to execute a strategic plan: Do There are considerable challenges facing the supply chains of medtech companies They must have complete control over the

rapidly aging population

increase of chronic diseases

increase of lifespar

changing patients

turing right through to after-sales support. A flexible network design is a must in order to meet wide-ranging customer demands - which include an increasing desire for value-added services - and to comply with industry regulations. A strategic focus on managing inventory and gaining supply chain insight will enable working capital to be minimised while maintaining the required deliver impressive results. Wholesalers

service level. Medtech manufacturers must and manufacturers alike can make their have a clear understanding of their supply chain challenges: Check

The solutions for medtech supply chains lie in three main areas: hospitals, suppliers and tracking devices can prevent unnecessary information management. Improving hospital logistics processes, outsourcing logistics and improving procurement activities can

supply chains more competitive by working with medical kits on loan or consignment stock for instance. The use of barcodes and waste. Fundamental improvements in the supply chains of medtech companies can give them a competitive advantage in a rapidly changing market: Act

revenue recognition high R&D investments

