



Emerging Markets

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EIBIR'S ROLE IN IMAGING

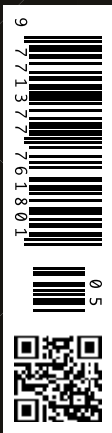
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EMERGING MARKETS

EMERGING ECONOMIES – PROJECTIONS AND FORECAST

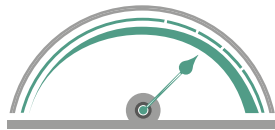
- BRICS (Brazil, Russia, India, China and South Africa) are among the fastest growing emerging economies in the world
- Emerging markets will dominate the world's top 10 economies in 2050 and will grow twice as fast compared to advanced economies
- Out of the 7 largest economies in the world, six will be emerging economies including China, India, and Indonesia
- By 2050, UK will be down to 10th place, France will be out of the top 10, Italy will be out of the top 20 and Mexico, Turkey and Vietnam will overtake them

Source: <https://iii.hm/i26>



HEALTHCARE CHALLENGES FOR EMERGING ECONOMIES

- Rising population
- Ageing population
- High patient volumes
- Delivering adequate healthcare to this rapidly growing population



Source: <https://iii.hm/i27>

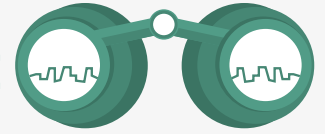
HOW EMERGING ECONOMIES CAN MEET THESE CHALLENGES

- ✓ Focus on cost-effectiveness and scalability
- ✓ Integrate telemedicine in the healthcare mix to meet patient demand
- ✓ Prioritise innovation in healthcare technologies, delivery, and business models
- ✓ Set up manufacturing partnerships with key pharmaceutical players for improved drug availability and distribution

Source: <https://iii.hm/i28>



HEALTH 2.0: A NEW HEALTHCARE BUSINESS MODEL FOR EMERGING MARKETS



Emerging markets will need to adopt a new business model to meet their healthcare challenges and opportunities. This new model will rely on:

- Transparent competition within the marketplace
- Individual choice for patients when selecting and purchasing healthcare products and services
- On-demand care delivery through smart care teams, mobile-apps, telehealth, and retailers
- Adoption of new technologies including genomics, big data, and remote monitoring devices
- Person-specific holistic model of health and wellness

Source: <https://iii.hm/i29>

GROWTH OF MEDICAL IMAGING IN EMERGING MARKETS

- The medical imaging market is predicted to grow by 27% over the next five years
- A major reason for this growth is market expansion in emerging markets
- The ultrasound market is projected to show strong growth in China
- Increased investment in medical imaging is part of China's 2020 Health Plan
- Government investment in healthcare and medical imaging is expected to increase in Russia
- Southeast Asia and Brazil are all committed to improving healthcare in their region

Source: <https://iii.hm/i2a>

