

## 9. Capital equipment: Portability and mobility to drive demand

As infrastructure and medical technology advancements reduce life expectancy and increase life quality for each year, long-term strategies and facilities are required. Equipment and facility manufacturers will witness positive growth from products that provide mobility, portability and low costs of traditional health-care facilities.

Despite the current economic downturns, global, high growth is anticipated in **diagnoses and patient monitoring equipment**, with America's markets are projected to lead global growth of **strong revenue through 2017**.<sup>10</sup> Additionally, the **surveillance equipment** market is expected to grow at 6% by 2016 annually through 2016, with North America, Europe and Argentina as the leaders.<sup>11</sup> Growth is also expected in products related to **blood glucose monitoring and insulin delivery**, with growth estimated at 6.0% per year to reach \$2.0 billion by 2015, led by Brazil and Mexico. Growth in these areas is a direct response to the region's epidemiological transition: the high incidence of diabetes, diabetes, and cardiovascular diseases require the necessary equipment to manage and monitor symptoms.

Of particular interest among certain medical devices is the growing share of products that emphasize **digital connectivity and portability**. As follows, the growth of medical equipment buyers expects that **portable drug machines** represent nearly 20% of all the drug machines coming into the market in 2015, a market segment expected to grow by 7.0% per year through 2015.<sup>12</sup> Similarly, there is a growing preference for **diagnostic blood pressure devices**, as manual sphygmomanometers are steadily being phased out by devices that require less human intervention. **Complexity and connectivity** are the main drivers, with knowledge-based pressure devices growing their presence, enabling patients to read their blood pressure on the Web at anytime.

Portable and mobile products focused on the monitoring and prevention of chronic diseases, with easy-to-use features, will have strong competitive advantages across Latin America. This can be achieved through low facilities of portable wearable devices (wearables) and home care equipment.

The market scenarios are getting in Brazil and Mexico favorables opportunities in the region is same, Brazil is the

2<sup>nd</sup> largest smartphone market in the world, and 60% of its population is aware of smartphones. Samsung has already established the strongest presence of smartphones throughout the region.<sup>13</sup> Similarly, Mexico's wireless carrier market is expected to increase by 6.02% annually from 2014-2017.<sup>14</sup>

The region's adoption of smartphone technology and applications has allowed new providers to take advantage of customer's willingness to embrace patient-centric features. This has created an unmet market for products that monitor patients' signs and collect information to be analyzed and used towards early detection and treatment. Patients' behavior is also changing from late-stage early onset of chronic diseases such as diabetes and cardiovascular disease.

Though home care devices are currently in a nascent stage, emerging economies will soon begin to see its potential. The market is expected to grow at over 6% per year through 2016. Portability and mobility will optimize products for chronic diseases, such as mobile drug-delivery products in existence in North America and Europe, and will also give patients more tools and options to manage their own health.

Recent efforts by governments to modernize and vertically connect their healthcare systems give countries the ability to expand the functionality of their products by providing interoperable communication between doctor and patient. Patients want an everywhere capabilities and scenarios to interact with their devices, not access the device themselves could substantially increase the data. Such products intended for at-home usage reduce patient visits and the costs of time on the part of health providers and healthcare institutions. By bringing healthcare services and solutions to the patient, industry is motivated and patient monitoring is kept consistently, considerably reducing the degree of doctor professional involvement.

In the near future, global markets for mobile healthcare solutions and wearables are expected to grow at 17% CAGR, double during 2015-2016. Though the adoption in Latin America may be slow due to the high cost of devices and the lack of awareness, market are projected this growth.