

# LatAm Healthcare Pulse:

## Key data and perspectives on patient care

# ARGENTINA, BRAZIL, CHILE, COLOMBIA

September 2022

GHI has been monitoring health care trends in Latin America throughout the COVID-19 crisis. Our team of analysts and in-country experts interview physicians, surgeons, hospital administrative personnel and medical staff on a regular basis to understand how the pandemic, supply chains, and government policy are affecting patient health outcomes and healthcare market dynamics.

In this brief, we report key insights and local medical perspectives from Latin America's main markets, including Argentina, Brazil, Chile, and Colombia in the second and third quarter of 2022. We conducted our analysis based on primary research with experts in otorhinolaryngology, endocrinology, gastroenterology, urology, and general surgery. GHI's findings track fluctuations in hospital investment decisions, purchasing patterns and procedure volumes from quarter to quarter.

## Demand for medical and pricing considerations

- During 2020, COVID impacted the volume of procedures, which fell between 20% to 40%, depending on the clinical specialty. Across the region's main markets, the impact on procedure volumes was an estimated 25% for endocrinology, 30% for otorhinolaryngology, and 20% for urology and general andrology. Procedures have since returned to pre-COVID levels.
- The cost of procedures has fluctuated over the past 6-12 months. COVID gave rise to supply chain challenges and affected pricing in 2021, due to shortages in medical supplies and certain equipment.

- Imported products are, on average, 20% more expensive than domestic products. However, distributors and hospital purchasing managers note that Asian imports have increased. .

"In Argentina, the difference in product pricing in the private sector vs public sector depends on the supplier, the brand, and the relationship or agreements that can be reached with each institution—regardless of whether they are a private or public hospital".

—Purchasing manager for endoscopy, private hospital, Argentina (July 2022)

"There was a shortage of medical supplies and some equipment because of the pandemic, but now we are seeing a greater flow of supplies".

—Biomedical specialist, public hospital, Bogotá, Colombia (July 2022)

"With the pandemic, Asian imports have increased considerably, but the supplies are very poor quality. I do not use them because I have reservations about the benefits for the health and well-being of patients".

—Otolaryngologist, private practice, Argentina (July 2022)

- Hospitals in major LATAM markets report that their capital expenditure budgets remain unchanged relative to last year. On average, 65% of capital equipment is bought, whereas 35% is rented.
- Hospitals have since replenished inventories but are now grappling with greater inflationary pressures since Q2 2022. The level of inventory that hospitals try to maintain in stock is 20 to 30 days of sales.
- Other trends in hospital purchases of medical devices include greater focus on product availability and inventory management, shorter delivery times and new product launches.

"In normal times, companies are always launching new products. With the pandemic, however, there have been many more studies and an acceleration of research & development for designing more innovative devices".

—Urologist and andrology surgeon, large private hospital, Brazil (July 2022)

"In the near term, I expect to see more product availability, shorter delivery times and new products for the biomedical practice".

—Biomedical specialist, public hospital, Bogotá, Colombia (July 2022)

## Product selection considerations

- As hospitals emerge from COVID and restock, the most important attributes for medical devices are high clinical performance, affordability, and product availability, with training & support also mentioned by physicians.
- Premium institutions will continue to buy only the most technically advanced and newest products available.

## Brand preference

- Though affordability remains a consideration, doctors from different specialties prefer brands based on the quality of the products.
  - Top brands include **Medtronic, Advance Medical, Nucleus, Johnson & Johnson and Welch Allyn** in otorhinolaryngology. Brazilian brand **Otopront, as well as Welch Allyn and Johnson & Johnson**, stand out as preferred brands for sinusscopes, laryngoscopes, and fiber nasopharyngoscopes. Between them, their share accounts for half of the market in the region. Some doctors also mentioned local brands Gastrotex and Instrumed among their preferred brands for endoscopies.
  - Roche stands out as a preferred brand in endocrinology, with **Accu-chek**.
  - **B.Braun and Nipro** are the two leading brands in gastroenterology. B.Braun is often cited as the top choice for staplers and infusion pumps. Nipro is a preferred choice for needles, probes, catheters, and syringes.
  - **Olympus, Fujinon and Pentax** are the leading brands for endoscopic towers and laparoscopes. Olympus's market share is estimated at 40% in the region's main markets.

"I've seen greater patient acceptance of Roche Accu-chek because of its simplicity and because it is one of the best brands in the market".

—Endocrinologist, private practice, Argentina (July 2022)

"Otopront is a brand that offers a wide range of devices for otorhinolaryngology. They offer high-precision equipment, made of stainless steel, and the endoscope images are sharp".

—Otorhinolaryngologist, private practice, Chile (July 2022)

GHI will continue to report on noteworthy trends in-country. For more in-depth market intelligence and insights, please contact us directly at: [info@globalhealthintelligence.com](mailto:info@globalhealthintelligence.com)

## About GHI

**Global Health Intelligence (GHI)** is the leading provider of data analytics for Latin American healthcare, specializing in the region's hospitals. Its databases deliver strategic market data for medical equipment/devices manufacturers that allow them to identify new sales opportunities, gauge demand for new products, understand their market share vs. those of their competitors, spot trends in the acquisition of products, determine market needs and more.