

# LatAm Healthcare Pulse:

## Key data and perspectives on patient care

### BRAZIL

October 2022

GHI has been monitoring healthcare 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 Brazil in the first and second quarters of 2022. We conducted our analysis based on primary research with otolaryngology specialists. GHI's findings track fluctuations in hospital investment decisions, purchasing patterns, and procedure volumes from quarter to quarter. Findings from the 2021 healthcare pulse reports are available here: [healthcare update for Brazil \(May 2021\)](#).

## Demand for medical equipment and pricing considerations

- COVID impacted the volume of ENT and related procedures in 2020 between 25% to 30%. Procedure volumes returned to pre-COVID levels in the first half of 2022. In Brazil, the most prevalent procedures include Endoscopic Nasal Surgery, Tonsil and Adenoid Surgery, Septoplasty, and Turbinoplasty.
- Over the past 12 months, there was a large increase in the purchase of airway management devices, including ventilators, intubation products, and other essential devices as hospitals prioritized treating COVID patients. However, products used for non-emergency procedures such as tonsillectomies, and hospital purchases, suffered a large drop during 2020 and 2021.
- Hospitals are expected to increase purchases of devices for diagnosing and monitoring respiratory diseases. An increase in the purchase of patient monitoring systems such as oximeters, sphygmomanometers, stethoscopes, and thermometers is expected in 2022

"Due to the pandemic, many people did not want to follow their treatment. We had many procedure cancellations because of fear of contagion, especially in our specialty because we handle the main channels of contagion (mouth, nose, and throat). Because of this situation, the hospital offered promotional prices and discounts to carry out our procedures, and unfortunately, the results were not very positive".  
—Otorhinolaryngology practitioner, private hospital, Brazil (April 2022)

## Product selection considerations and brand preferences

- Hospitals rate certain product attributes highly, including clinical performance, ease of use, after-sales support and training, and maintenance costs.
- Otopront stands out as the preferred brand among otorhinolaryngology specialists, who value the company's approach to training & education, and after-sales support.
- Physicians value specific product attributes offered by Otopront, including the design, size, accuracy, and precision and each device. Specialists value devices such as endoscopes, which have a recalculated rod system that is specifically made for high-quality video applications and provides bright images. They are made of stainless steel, feature colored labels for quick distinction, and are sorted by grade. The design makes it easier for the surgeon to adapt to different body types, a feature that is valued by many specialists.
- Other top brands include:
  - o Otopront, Seesheen, and Airtraq for video nasal pharyngoscopes, fibronasopharyngoscopes and laryngoscopes
  - o Leica and Scanner for Microscopes used in ENT procedures
  - o Limmer for CO2 Lasers
  - o Welch Allyn and Otopront for electric otological syringes and sinusscopes

"Otopront is a brand from Germany that is totally focused on manufacturing products for otolaryngologists. They offer everything from workstations, chairs and benches to video devices and surgical kits of excellent quality. They care a lot about the quality of the procedures and have a wonderful after-sales team that cares about developing exclusive products".

—Otorhinolaryngology practitioner, private hospital, Brazil (May 2022)

"I have heard of iView and Eafit laryngoscopes brands. I think they are both single-use laryngoscopes, totally disposable".

—Otorhinolaryngology practitioner, private hospital, Brazil (April 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.