

# MARKET ENTRY STRATEGIES FOR A MEDICAL DEVICE COMPANY IN CARDIAC VERTICAL



Dissertation submitted to  
**The IIHMR University, Jaipur**  
For The Partial Fulfillment for The Award of The Degree Of  
Master Of Business Administration (MBA)  
In  
Pharmaceutical Management  
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# Introduction

Rapid growth in the global medical gadget market

Advanced technologies and innovative healthcare approaches

Significant rise in cardiovascular diseases (CVDs)

CVDs: leading cause of death globally (WHO)

Critical need for efficient and advanced cardiac medical equipment

Exploration of market entry strategies for cardiac medical device firms

Challenges: stringent regulations, technological advancements, clinical evaluations

Role of collaborations, mergers, acquisitions, and strategic alliances

Impact of market segmentation, product differentiation, and focused marketing

Aim: Analyze strategic planning and innovation in the cardiac medical device industry

# Organization Overview

- **1<sup>st</sup> Medical Device Company from India to have overseas plants**
- **More than 200+ automatic assembly machines with vision control systems**
- **75+ Robots used in manufacturing**
- **INR 1300 + Crores Consolidated Revenue**
- **Reach in 8,000 + Hospitals in India**
- **12 Manufacturing plants across 4 countries**
- **1 Billion + Devices Manufacturing Capacity per year**
- **Largest Exporter of consumable Medical devices for 10 years**
- **30+ Clinical Specialists**
- **3000 + Employee Base**
- **160+ Medical Devices**
- **125+ Countries reach**

## Research Question & Objective



How can Poly Medicure improve its marketing strategy for cardiac catheters?



### **Objectives:**



Evaluate current marketing strategies.



Identify key target segments.



Develop innovative marketing approaches.

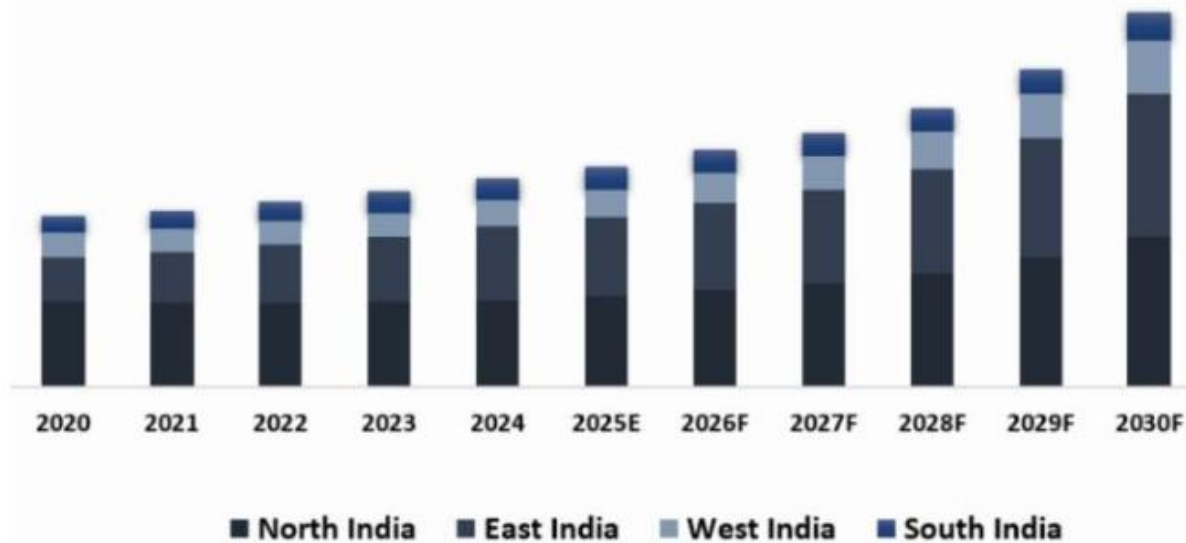


Evaluate the impact of marketing initiatives.

# Indian Cardiac Device Market

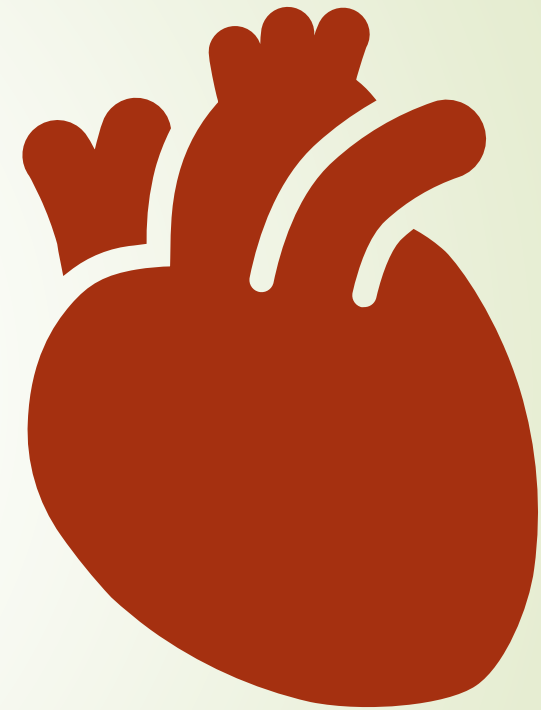
## India Cardiovascular Devices Market

India Cardiovascular Devices Market Size, By Region, By Value, 2020-2030F



## Key drivers of market growth include:

- Rising prevalence of cardiovascular diseases globally, driven by factors like aging populations, unhealthy lifestyles, obesity and diabetes.
- Increasing burden of cardiac failures due to COVID-19
- Technological advancements in cardiac devices
- However, challenges like pricing pressures, reimbursement barriers and shortage of specialists may restrict growth in some regions.



# Strategies Used in growth of cardiac market



**Innovation In  
Technology**



**Increasing  
Access to  
Markets**



**Conceptual  
Structures**



**The Regulatory  
Environment**

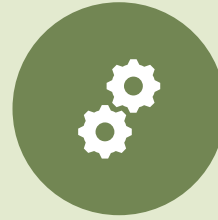
# How to Introduce a Medical Device into cardiac Market



**REGULATORY  
COMPLIANCE**



**STRATEGIC  
PARTNERSHIP**



**PRODUCT  
CUSTOMIZATION**



**PRICING  
STRATEGY**



**DISTRIBUTION  
NETWORK**



**EDUCATIONAL  
INITIATIVES**



**STAKEHOLDER  
ENGAGEMENT**

# Cardiac Device Market Threats and Challenges



**REGULATORY  
COMPLEXITY**



**PRICING PRESSURE AND  
REIMBURSEMENT  
BARRIERS**



**ESTABLISHED PLAYER  
COMPETITION**



## CONCLUSION

### Success Strategies

#### ► Technological Innovation:

- Investment in R&D for AI and machine learning in devices.
- Innovations like remotely monitored and leadless pacemakers.
- Personalized treatment strategies for market growth and improved patient care.

#### ► More Access to Markets



# Conclusion

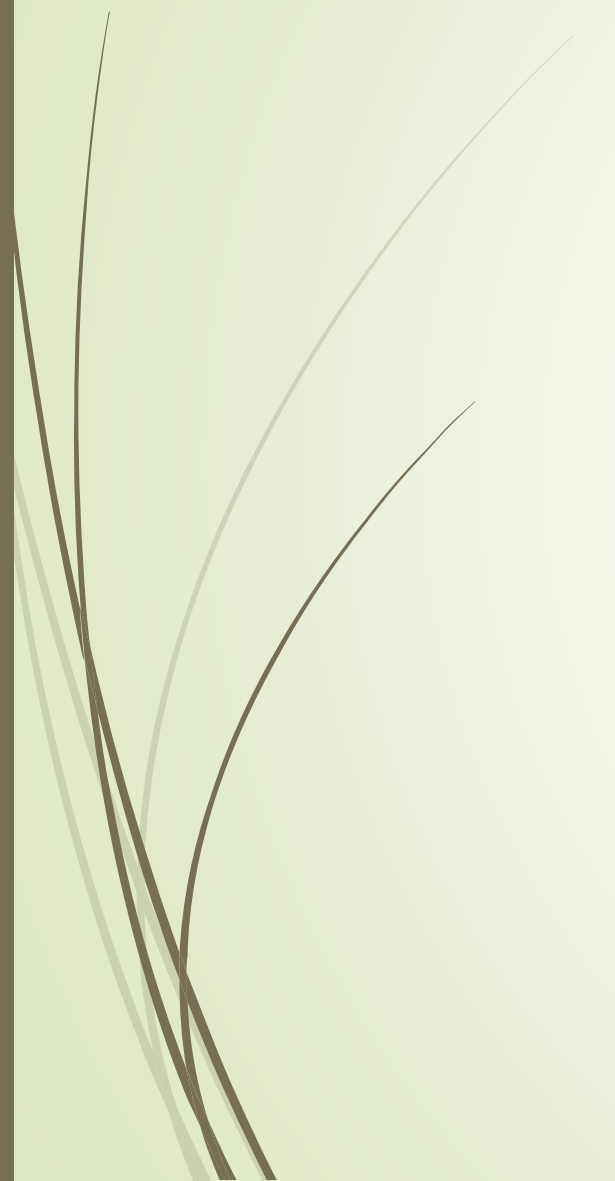
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### ► **Technological Innovation:**

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### ► **More Access to Markets**

- Decreasing costs and increasing market in developing regions.
- Collaboration with regulatory bodies for speedy approvals.
- Forming alliances and distribution networks for market penetration.



**Thank you !**