



"Evaluation of Trends in the Indian Medical Device Market"

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Roll No: 0539

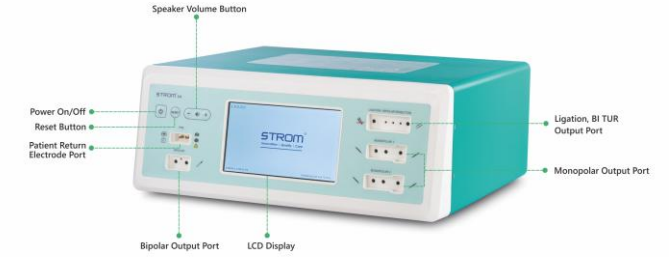
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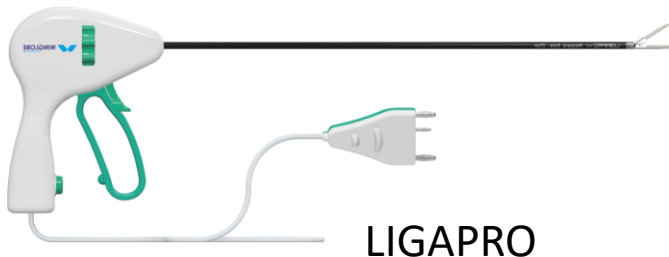
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Introduction



BR10VS [CORTERY MACHINE]

1. India's medical device market is growing rapidly and supports healthcare across all levels—diagnosis, surgery, treatment, and recovery.
2. Devices range from thermometers to high-end surgical robots.
3. As of 2020, the industry was worth approximately **\$12 billion**, with a CAGR of 15%.
4. Key drivers: tech innovation, disease burden, and supportive policies like **Make in India** and **PLI Scheme**.



LIGAPRO

Research Objective

1

•Understand how medical devices are perceived and used in India.

2

MIS tools like
Electrosurgical Units,
Harmonic Scalpels, and
Vessel Sealers are
transforming surgery.

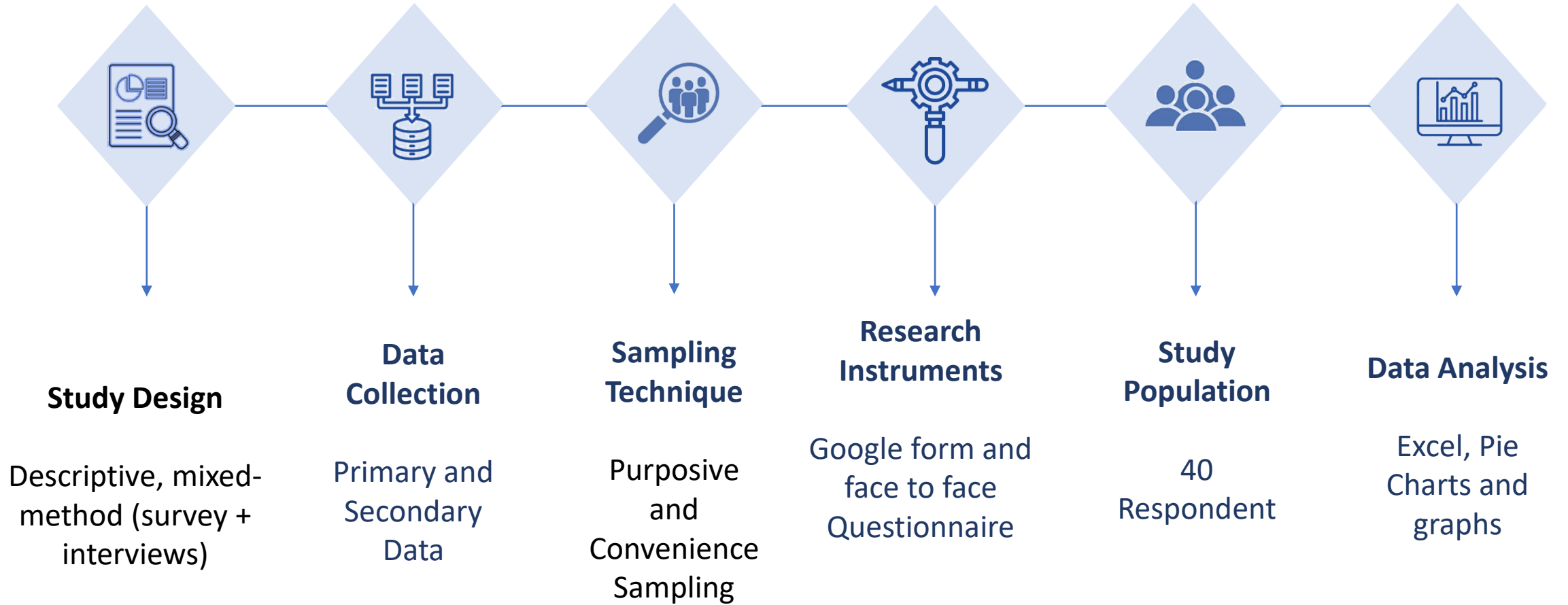
3

Assess cost-effectiveness
as perceived by
stakeholders

4

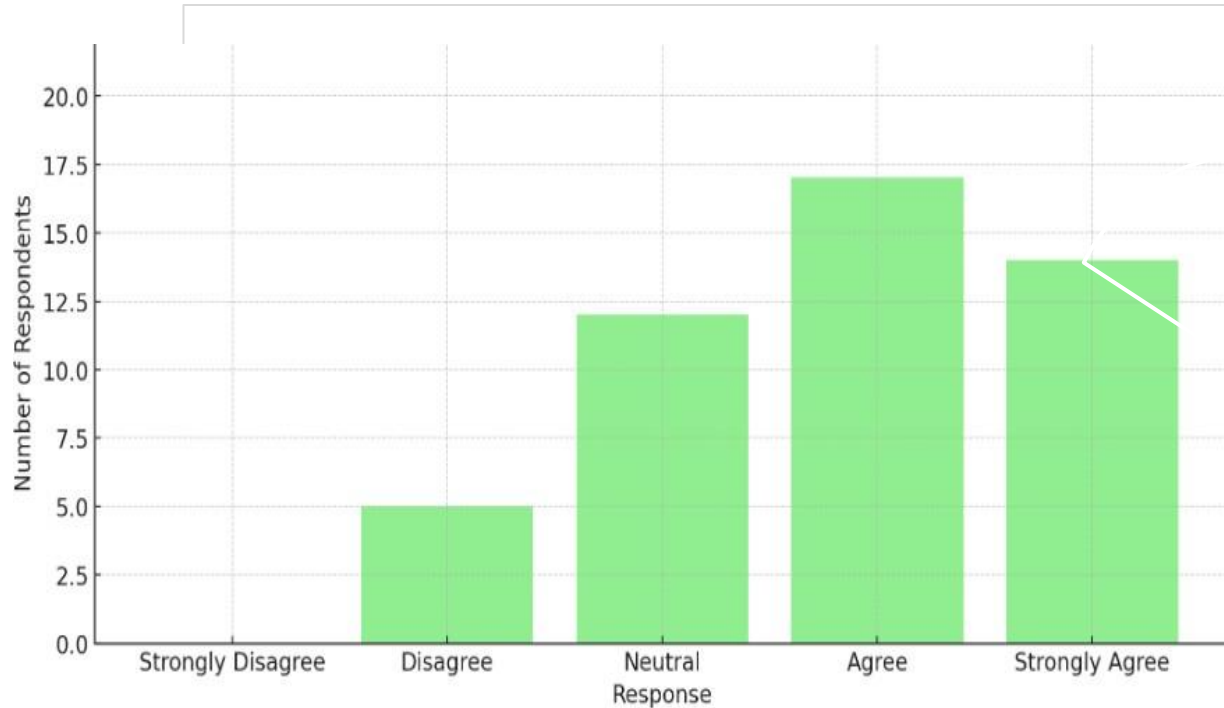
Benefits: Less trauma, faster
recovery, reduced blood loss

Methodology



Result: Survey Analysis

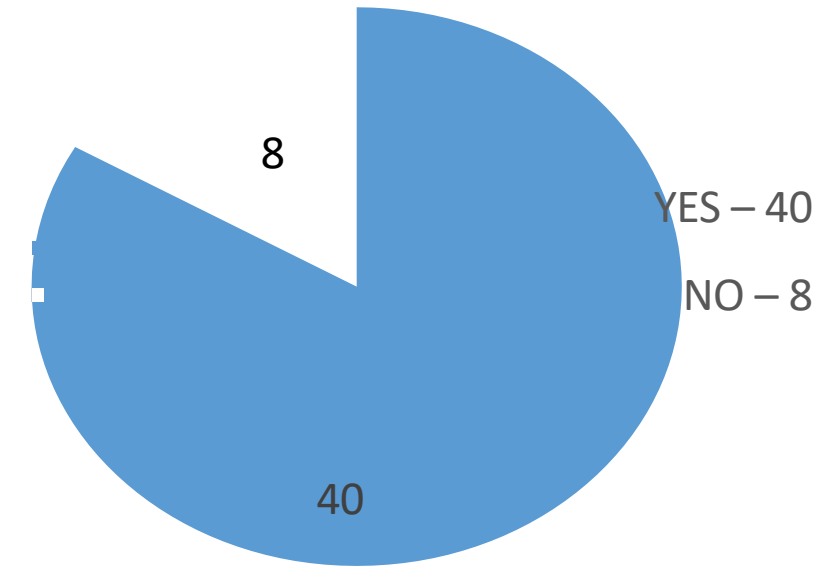
Extent to which medical devices ease the process of surgery:



The chart indicates 48 respondents-

1. agree (17)
2. strongly agree (14) that medical devices ease the process of surgery
3. neutral (12)
4. disagreeing (5)
5. strongly disagreeing (0)

Do you believe that medical devices improve patient outcomes?

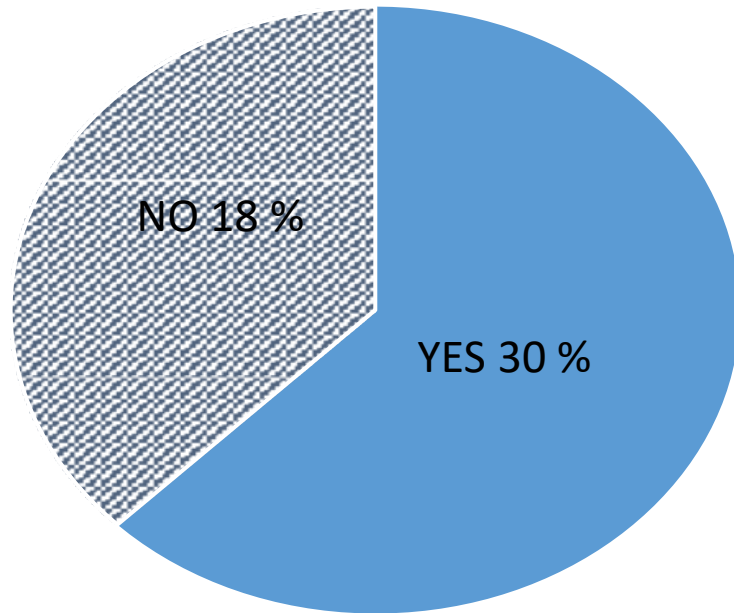


48 respondents –

1. 40 agrees that medical devices improve patient outcome
2. 8 disagrees.

Result: Survey Analysis

- **Do you think the cost of medical devices is justified by their benefits?**



- OUT OF 48 RESPONSES

•Top Drivers -

1. Surgeon Preference
2. Clinical Outcomes
3. Cost of Device
4. Hospital Budget
5. Vendor Support/Training
6. Suggests need to focus on surgeon engagement and cost rationalization

Key Findings

Aspect	Key Findings
Most Familiar Device	95% of respondents were aware of Electrosurgical Units (ESUs), making it the most recognized device
Adoption in Private vs Public	Usage is significantly higher in private hospitals, while adoption in public facilities is constrained due to budget limitations and lack of structured training
Top Drivers of Adoption	Surgeon Preference (70%), Clinical Outcomes (60%), Device Cost (55%)
Training Access	60% had received formal device training. 92.5% expressed the need for more structured training programs.
Stakeholders Involved	Key user groups include surgeons, biomedical engineers, OT staff, and procurement officers, all playing critical roles in device selection and usage.
Additional Survey Insight	63% of participants favor or strongly favor the use of medical devices. 75% acknowledged India's dependency on imported devices. 91% prefer locally manufactured devices if quality is maintained

Challenges Faced

1. High equipment cost
2. Lack of structured training programs
3. Dependency on foreign devices
4. Budget constraints in public hospitals and private hospital
5. Awareness gap among administration staff
6. Hospital entry issues

Feedback Collection Method

1. Collected via **Google Form** and printed surveys.
2. Used Likert scales and Yes/No formats.
3. Participants from hospitals, clinics, and procurement teams.
4. Questions explored usability, outcomes, pricing, import reliance, and marketing effectiveness.

Recommendations

- Strengthen hands-on training programs
- Subsidized procurement through government schemes
- Public-private partnerships to improve access
- Vendor-led workshops & CME for skill-building
- Promote local manufacturing under "Make in India"

Conclusion



1. Medical devices are crucial for India's healthcare advancement.
2. India must invest in R&D, strengthen local production, and reduce import reliance.
3. Government and industry must work together to ensure affordability, accessibility, and awareness.
4. Cost, training gaps, and hospital budgets remain key barriers.
5. Strategic policy and training initiatives can help bridge the gap

Thank You