# HOW BEST TO NAVIGATE WITHIN AUSTRALIA'S MEDICAL EQUIPMENT MARKET

FINDING AND PARTNERING WITH AN AUSTRALIAN PARTNER





DISTRIBUTION PARTNERS PROVIDE ACCESS TO THE GROWING MEDICAL TECHNOLOGY MARKET IN AUSTRALIA













## AUSTRALIAN MARKET

- Valued at US \$4.6b\*
- Represents 1.42% of the world market.
- Compared favourably worldwide given:
  - Our uptake of innovation
  - Health expenditure per capita
  - Highly skilled, English-speaking clinicians

<sup>\*</sup>https://www.statista.com/statistics/716902/medical-equipment-market-size-in-australia/



#### AUSTRALIA MEDICAL DEVICES INDUSTRY

- ~55,000 medical devices registered on the Therapeutic Goods Administration (TGA)'s Australian Register of Therapeutic Goods (ARTG) by ~3,000 companies
- Majority of these companies are located in NSW (45%), followed by VIC (28%), and QLD (15%).



# DISTRIBUTION CAPABILITIES

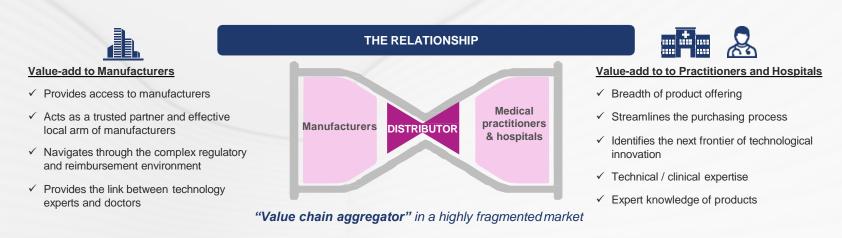
What to look for in a partner







#### AN EFFECTIVE ANZ DISTRIBUTION BUSINESS MODEL





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#### OUR BUSINESS MODEL



- Systematic review
- Health economics
- Regulatory & reimbursement expertise



- ~1,500 TGA registrations
- ~150 new registrations p.a.
- >99% success rate
- 24 personnel



- Marketing support
- Maintenance services
- Customer support
  - Track record

SOURCE TECHNOLOGY 02
PRE-MARKET EVALUATION

03
EXCLUSIVE AGENCY

04

REGULATION

APPLICATION &

**CONFORMITY** 

CLINICAL EDUCATION & TRAINING

06

IN-MARKET
INVESTMENT &
EXECUTION

07

MEASURE & FEEDBACK



- Clear partner of choice
  - Strong brand
  - Robust funnel
  - Multiple sources



- Exclusive agreements
- Australia & New Zealand 200+ agreements
  - Performance based
  - Avg Tenure 5 years



- Clinical education
  - Training
- ~1,500 surgeons
- ~70 technicians



- Results driven
- Ongoing business review
  - Digital analytics

#### CRITICAL SERVICES





### THANK YOU



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