

Medtech outlook 2013: Major environmental factors for the year ahead

Mass Device

2013 looks to be a challenging year for medical device makers, with muted growth for the big players, longer roads to profitability for the smaller players and pricing and reimbursement pressures remaining stable at best, according to Leerink Swann analysts.



Wall Street analysts released their predictions for the major medical device industry trends of 2013, and the outlook isn't much to celebrate.

In a report released late last year Leerink Swann analysts outlined a handful of predictions for 2013, generally projecting dampened sales growth and enduring, if not increasing, pricing and reimbursement pressures as frugality continues to drive healthcare.

"Today medtech companies face maturing end-markets, ongoing macroeconomic challenges, and a changing healthcare environment - all of which are likely to pressure growth acceleration prospects broadly speaking," analysts Danielle Antalffy and Richard Newitter wrote.

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http://www.mdtmag.com/news/2013/01/medtech-outlook-2013-major-environmental-factors-year-ahead?qt-most_popular=0&qt-video_of_the_day=0