

Industry Update: Where is the Business of Medical Devices Headed?

PR Newswire

With profit models under pressure and an eroding customer value proposition, medical equipment organizations are at the crossroads of a highly disruptive market. For U.S. companies already sorting through the impact of the medical device excise tax, which led many organizations to downsize and restructure, they still must face significant disruptors on the horizon, with investment dollars flowing in the opposite direction.

To address these factors and highlight the dramatic successes – and mistakes – of others in the industry, the **Medical Dealer Leadership Summit** (<http://leadership.medicaldealer.com/> [1]) will gather business leaders from a range of organizations on July 14-15, 2013 in Chicago. Frost & Sullivan Advanced Medical Technologies Industry Manager and Medical Devices Thought Leader Venkat Rajan will participate in the panel discussion, "Health Care Industry Update," taking place on day one of the event. During this session, the panelists will offer unique perspectives on where the business of medical equipment is going, as well as the short- and long-term effects of major changes in politics, policy and technology.

"Given the degree of concurrent changes impacting business models in the industry, it is fascinating to track the varied strategies being enacted," said Rajan. "Market participants are working to better align with this new market paradigm."

Rajan is joined by the "Health Care Industry Update" panel moderator, Alan Moretti, a healthcare technology management consultant and the founding president of the Clinical Engineering Association of Illinois. In addition, the panel will include President of Block Imaging Parts & Service Jason Crawford; Regional Director of Clinical Engineering at Adventist Midwest Health Chris Parsons; and Administrative Director of Clinical Engineering at the Cleveland Clinic Paul Miklovich.

The event is oriented toward revitalizing and developing leadership skills, sharing insight from healthcare industry experts, and the growth of the industry. It is designed for business owners, entrepreneurs and C-level managers in the medical equipment sales and service market, offering the opportunity to understand strategies, tactics, and real-world solutions.

The partnership with the **Medical Dealer Leadership Summit** is part of the **Advanced Medical Technologies** Growth Partnership Service program. For more information on Frost & Sullivan's research, please email Britni Myers, Corporate Communications, at britni.myers@frost.com [2], with your contact details.

You can also connect with Frost & Sullivan on social media, including [Twitter](#) [3], [Facebook](#) [4], [SlideShare](#) [5], and [LinkedIn](#) [6], for the latest news and updates.

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