



Impacting business, medicine, and most importantly, patients.

2012 US HEALTHCARE TRENDS -
IMPACTING PHARMACEUTICAL, BIOTECH AND
MEDICAL DEVICE COMPANIES REPORT©
Limited Report - January 2012



Overview

Impacting business, medicine, and most importantly, patients.

Magellan is pleased to present this year's **US Healthcare Trends - Impacting Pharmaceutical, Biotech and Medical Device Companies Report©**. Each year Magellan and our clients participate in our annual US Healthcare Trends research project. We provide our clients with a venue to delve into some of the issues they are confronted with frequently. We then share this report with the pharmaceutical, biotech and medical device industry at large - with the exception of the confidential research that is delivered directly to our respective clients. The results of these studies have helped companies shape their business and product strategies to meet our unified goal of improving healthcare and patients.

Magellan surveyed 413 respondents over a three week period who are geographically dispersed throughout the US. These participants represent MDs/PAs/RNs in numerous specialties in addition to hospital administration and materials management. As a matter of fact, 58% are decision makers. In exchange for our respondents valuable time, we made a donation to the Children's Cancer Research Fund and one lucky RN working at Southern Ohio Medical Center won an iPad2.

As you read this report, you will learn about

- who has the greatest influence on the selection of broadly used medical devices within the respondent's facility
- how the internet has impacted patient recruitment for clinical trials
- how budgets will compare from 2010 versus 2011 versus 2012



Overview

Impacting business, medicine, and most importantly, patients.

- the frequency respondents are restricted from using a medical device due to reimbursement or lacking Value Analysis Committee approval
- the scrutiny surrounding new products that are being brought into the hospital
- participant perspectives regarding IRB review time
- best methods for introducing new products to healthcare professionals
- clinician views on continuing education
- changes regarding how facilities evaluate a new medical device/technology
- and more...

We thank you for your interest in this limited report covering slides 1 through 14; **if you are interested in learning more about Magellan and receiving the remaining 20 slides of this report, contact us at 612-677-0000 or info@magellanmed.com.**

We hope you find these results informative and useful as you move into 2012. Let us know if you would be interested in working on our next US Healthcare Trend research study with us.

Wishing you an outstanding 2012!

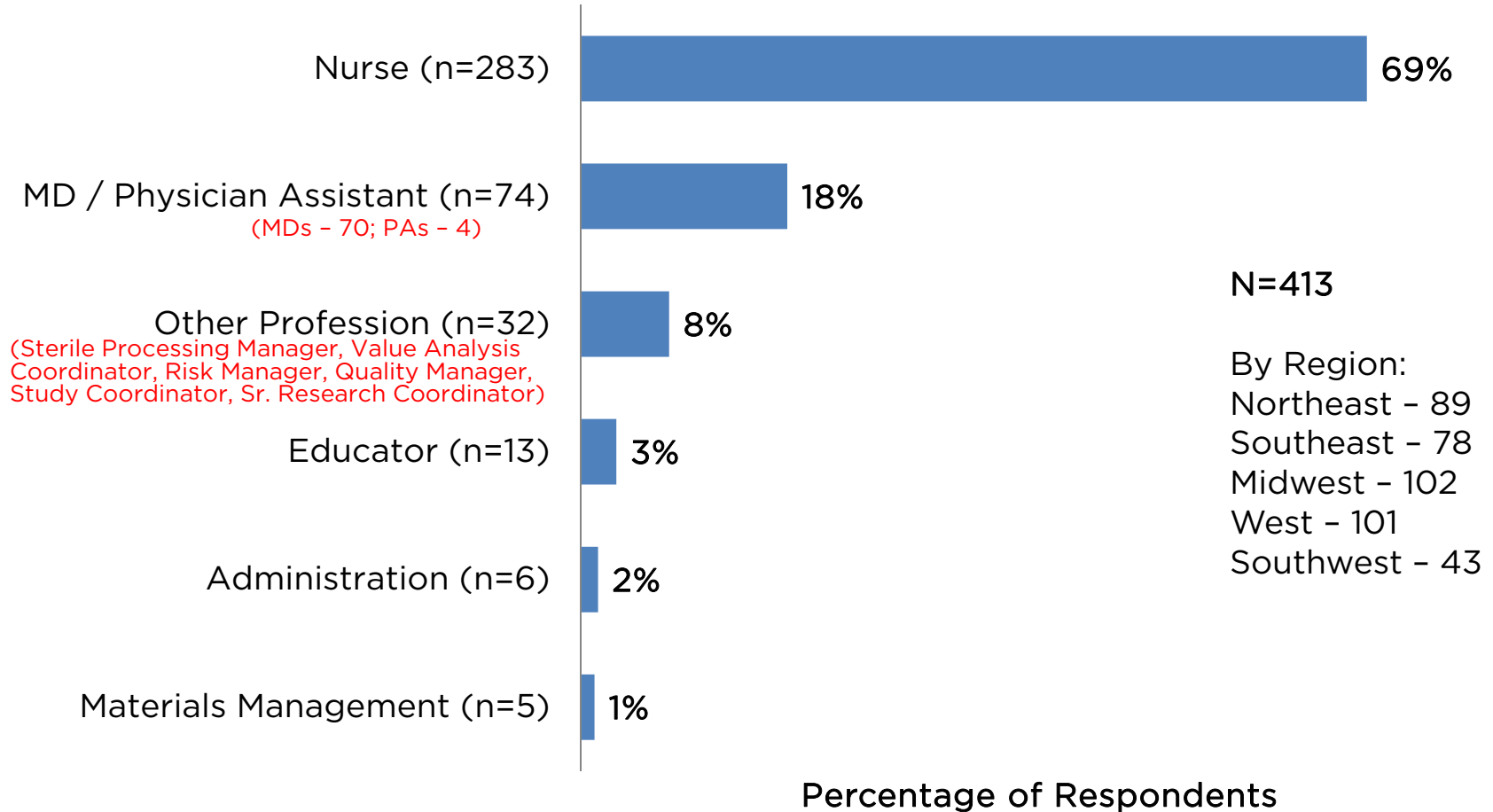
A handwritten signature in black ink, appearing to read "Susan Johnson", is written in a cursive style.

Susan Johnson
President/CEO



Respondent Demographics - Title

Impacting business, medicine, and most importantly, patients.





Respondent Demographics – Specialty

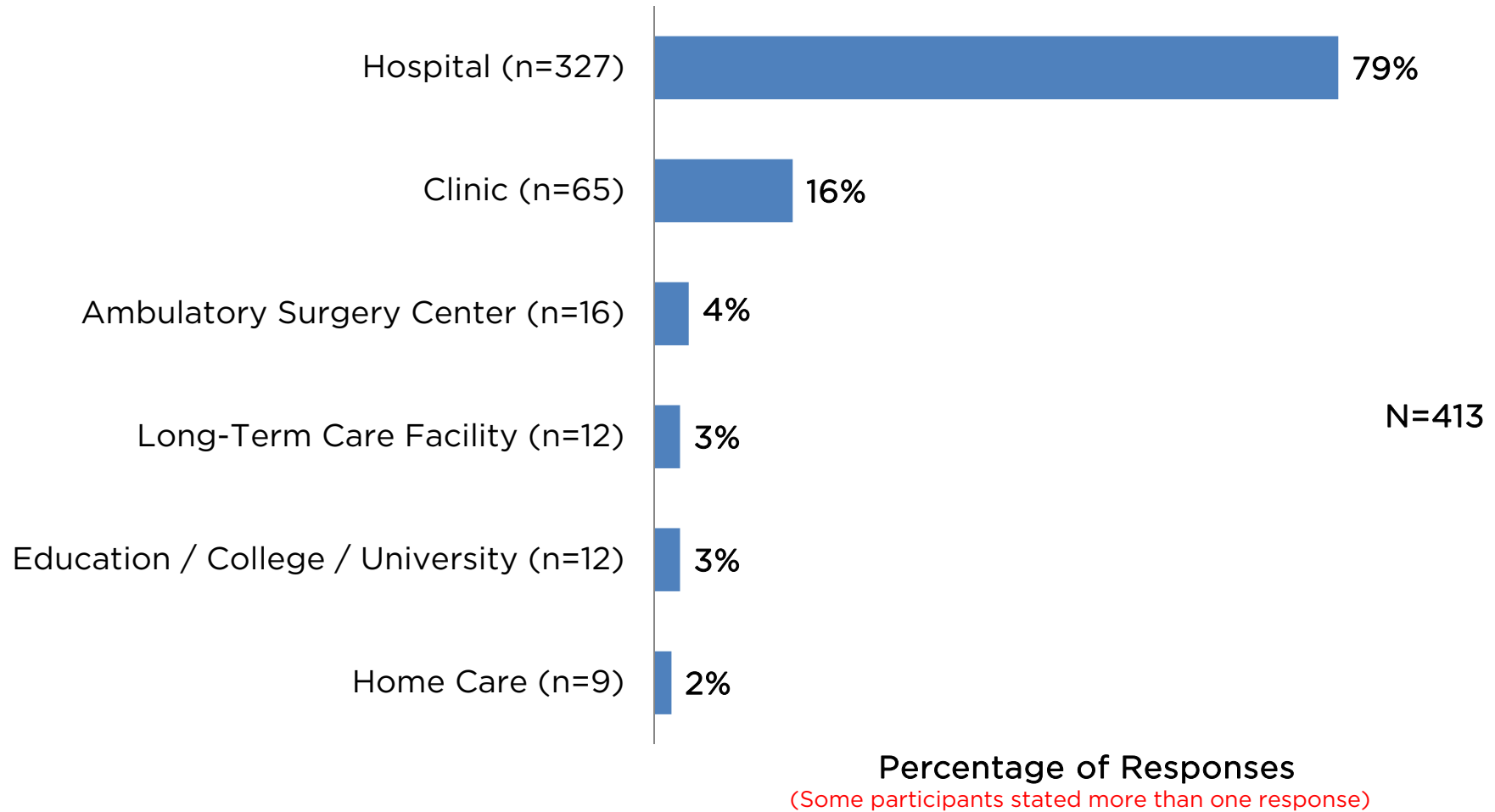
Impacting business, medicine, and most importantly, patients.

Specialty	Number	Specialty	Number
Surgery	92	Emergency Medicine	8
Intensive Care / Cardiac Care	64	Orthopedics	8
Cardiothoracic / Cardiovascular	31	Hospital Management / Leadership	7
OB/GYN / Labor and Delivery	20	Education	6
Oncology	18	Internal Medicine	6
Long Term Care / Rehab / Home Health	17	Plastic / Cosmetic	6
Wound Care	17	Laboratory - Point-of-care	6
Family Practice	14	Radiology	5
Pediatrics	12	ENT / Gastroenterology	4
Anesthesia / Pain Management	10	Infectious Diseases	2
Neonatology	10	Sterilization	2
Intensive Care Unit	9	Neurology	2
Bariatrics	8	All Other Specialties (Blood Management, Clinical Trials and Research, Contracting, Infusion Therapy, etc.)	29



Respondent Demographics – Site of Service(s)

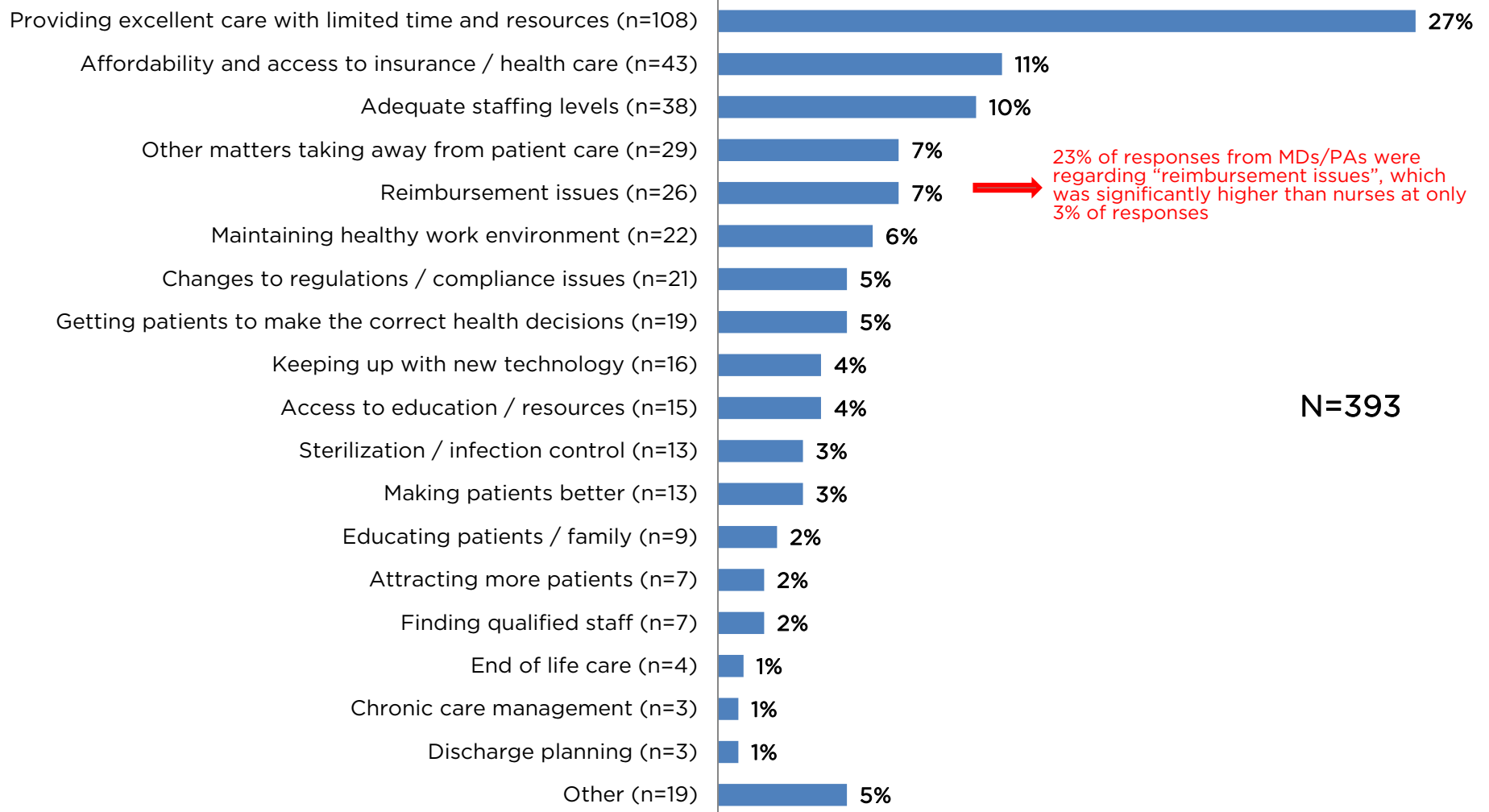
Impacting business, medicine, and most importantly, patients.





Respondent's Greatest Health Care Challenges

Impacting business, medicine, and most importantly, patients.



23% of responses from MDs/PAs were regarding "reimbursement issues", which was significantly higher than nurses at only 3% of responses

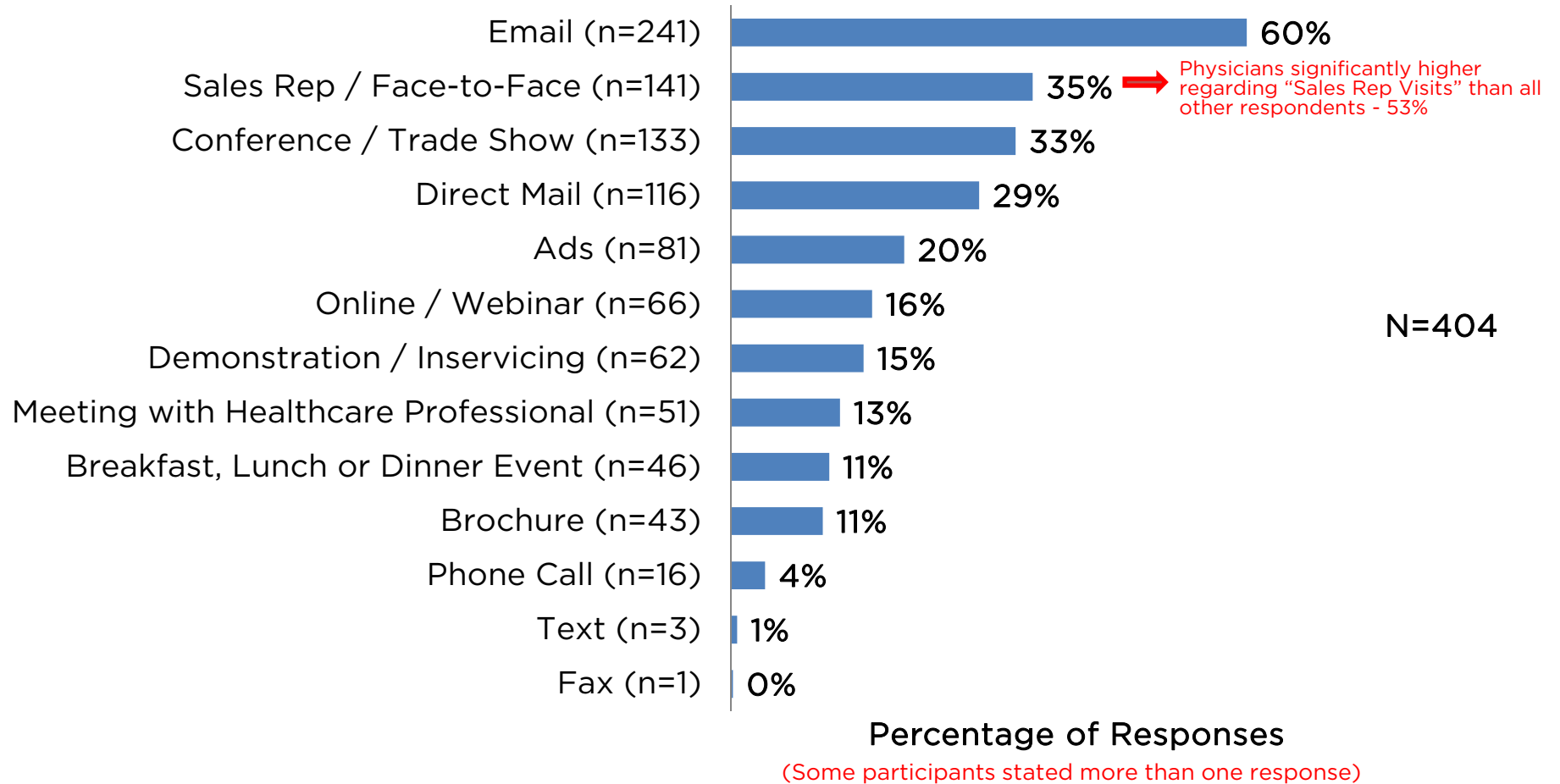
N=393

Percentage of Responses
(Some participants stated more than one response)



Most Effective Communication Methods to Provide New Technology Information

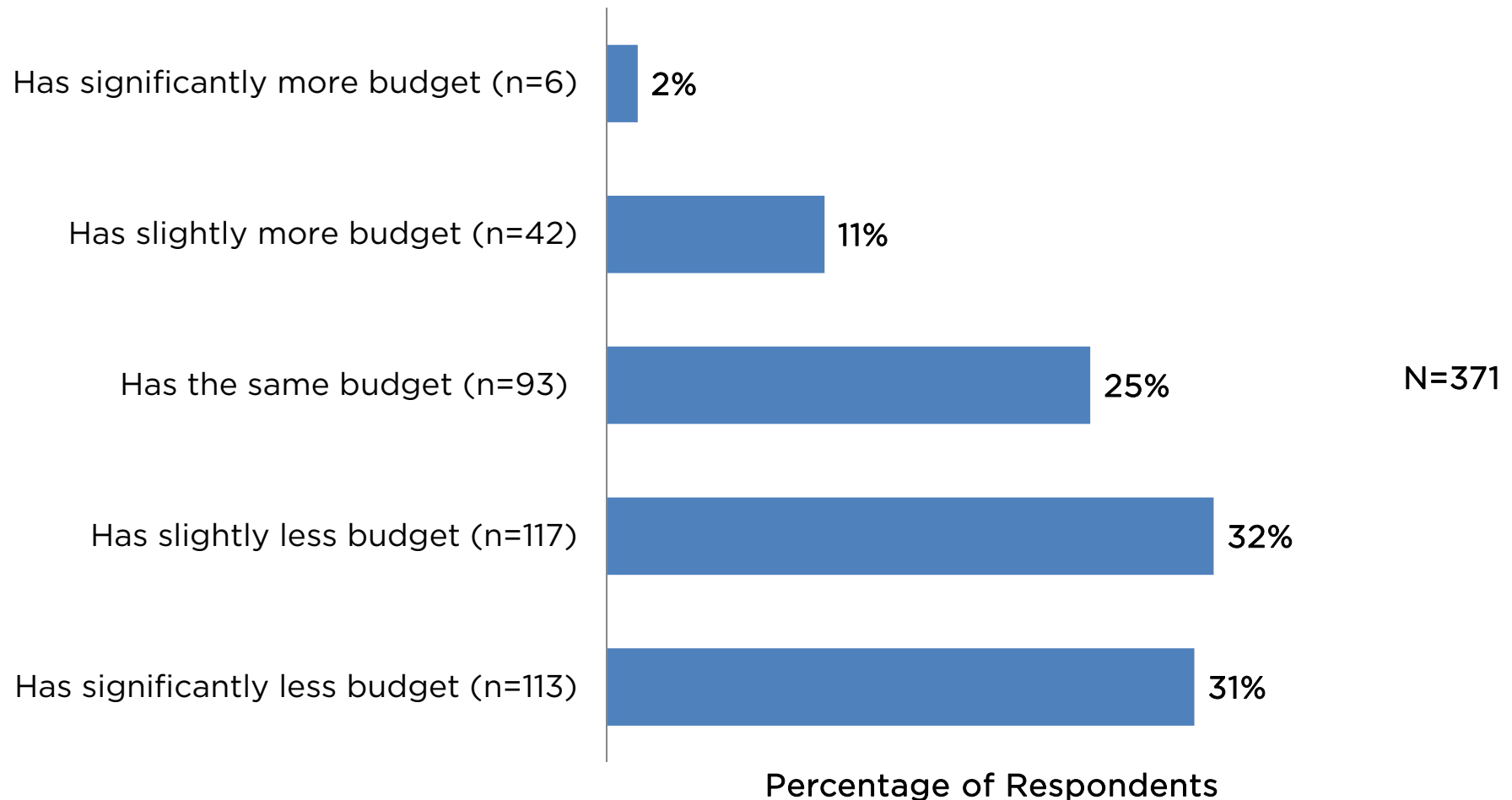
Impacting business, medicine, and most importantly, patients.





Impacting business, medicine, and most importantly, patients.

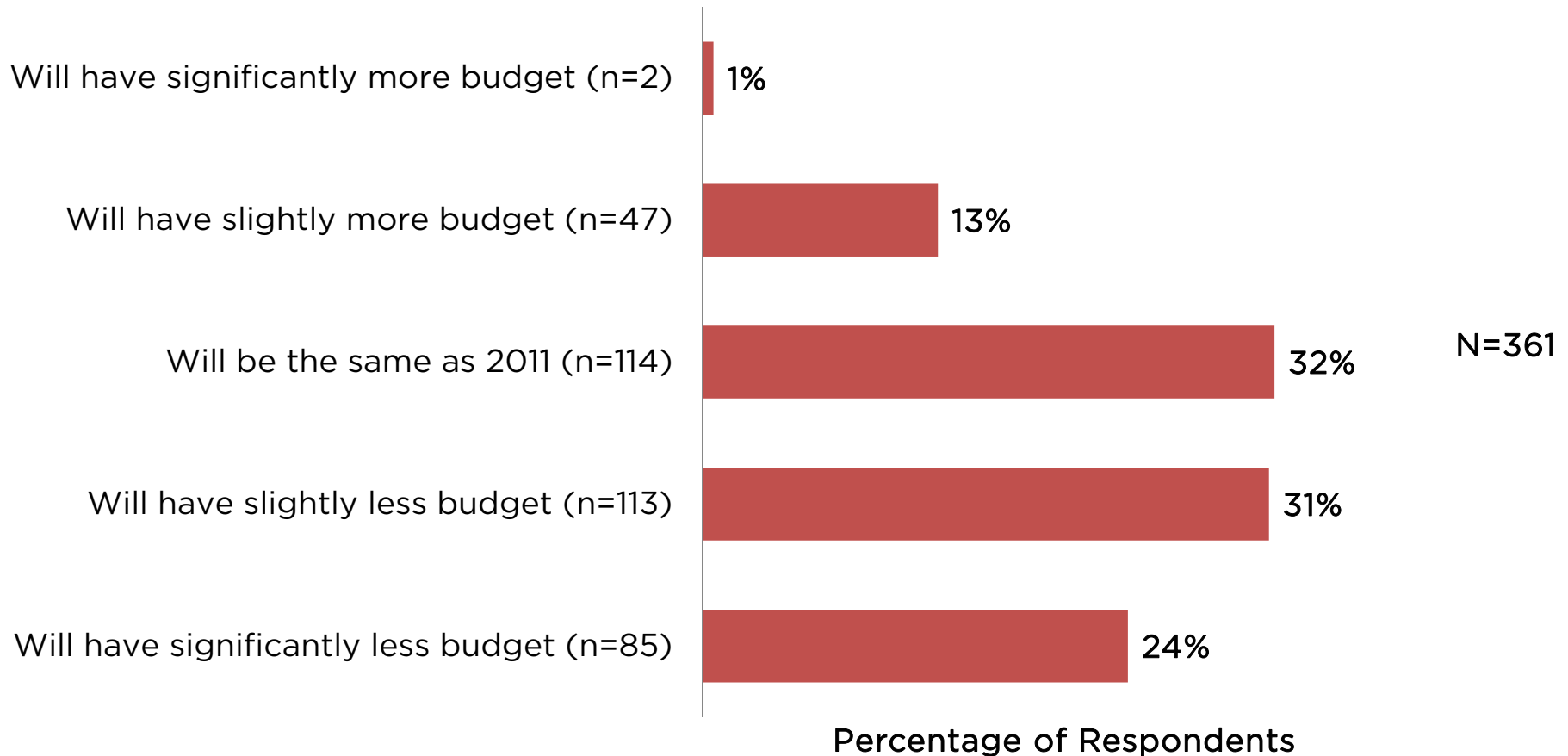
Comparing 2010 to 2011, Facilities Have More or Less Budgeted Dollars for Capital Equipment, Disposables, Upgrades/Maintenance





Impacting business, medicine, and most importantly, patients.

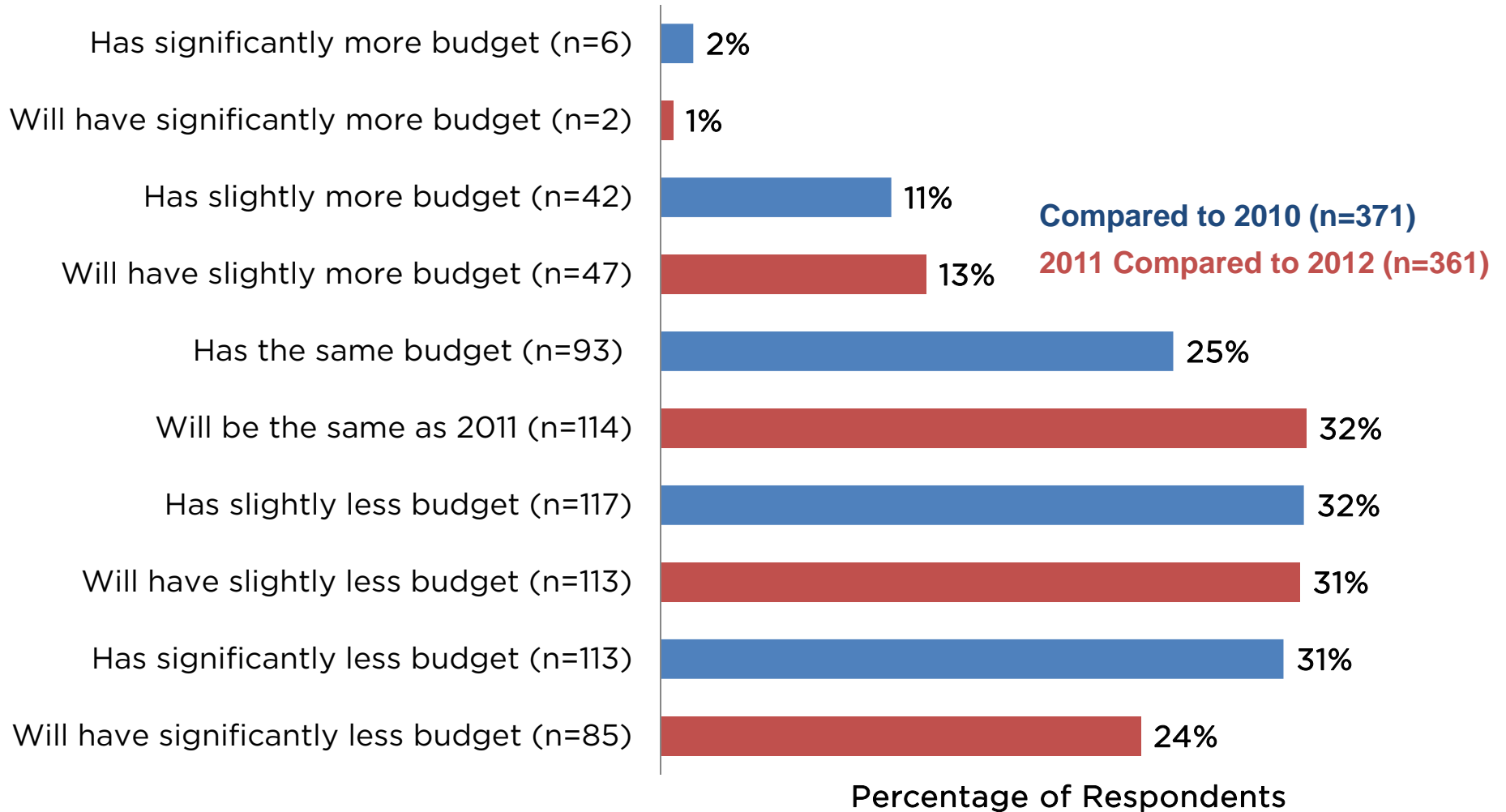
Comparing 2011 to 2012, Facilities Will Have More or Less Budgeted Dollars for Capital Equipment, Disposables, Upgrades/Maintenance





Impacting business, medicine, and most importantly, patients.

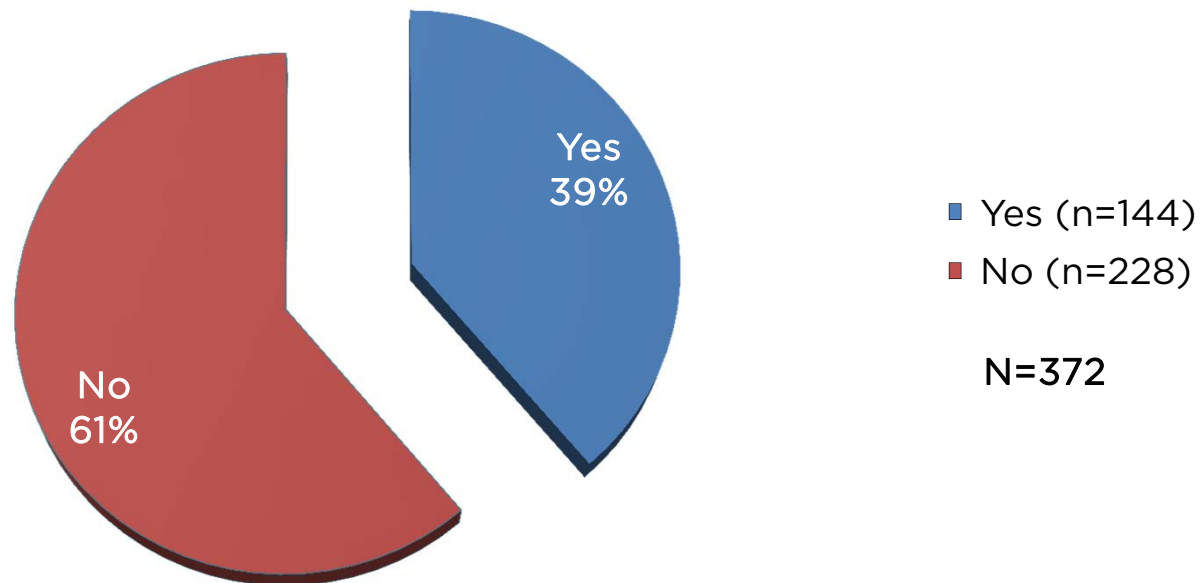
Comparing 2010 to 2011 and 2011 to 2012, Facilities Will Have More or Less Budgeted Dollars for Capital Equipment, Disposables, Upgrades/Maintenance



Regarding Hospital Specialization

Impacting business, medicine, and most importantly, patients.

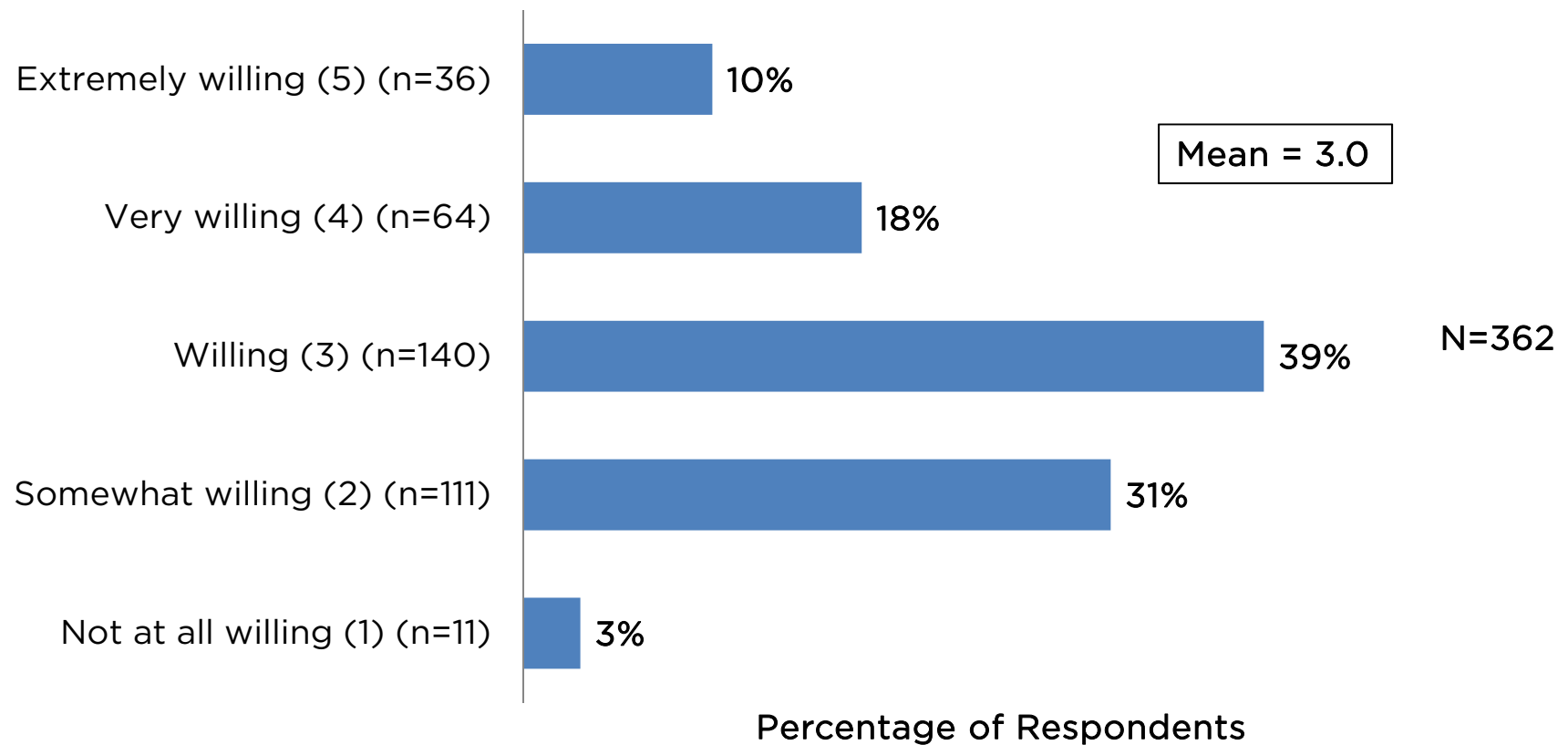
Should hospitals become more specialized so they become more proficient in specific areas of medical and surgical care and less equipped for the general population?



Technology versus Economics

Impacting business, medicine, and most importantly, patients.

On a 5-point scale with 1 being "Not at all willing" and 5 being "Extremely willing", how willing is your facility to invest in new technology devices that reduce medical or surgical complications, even if it slightly increases the cost per procedure?

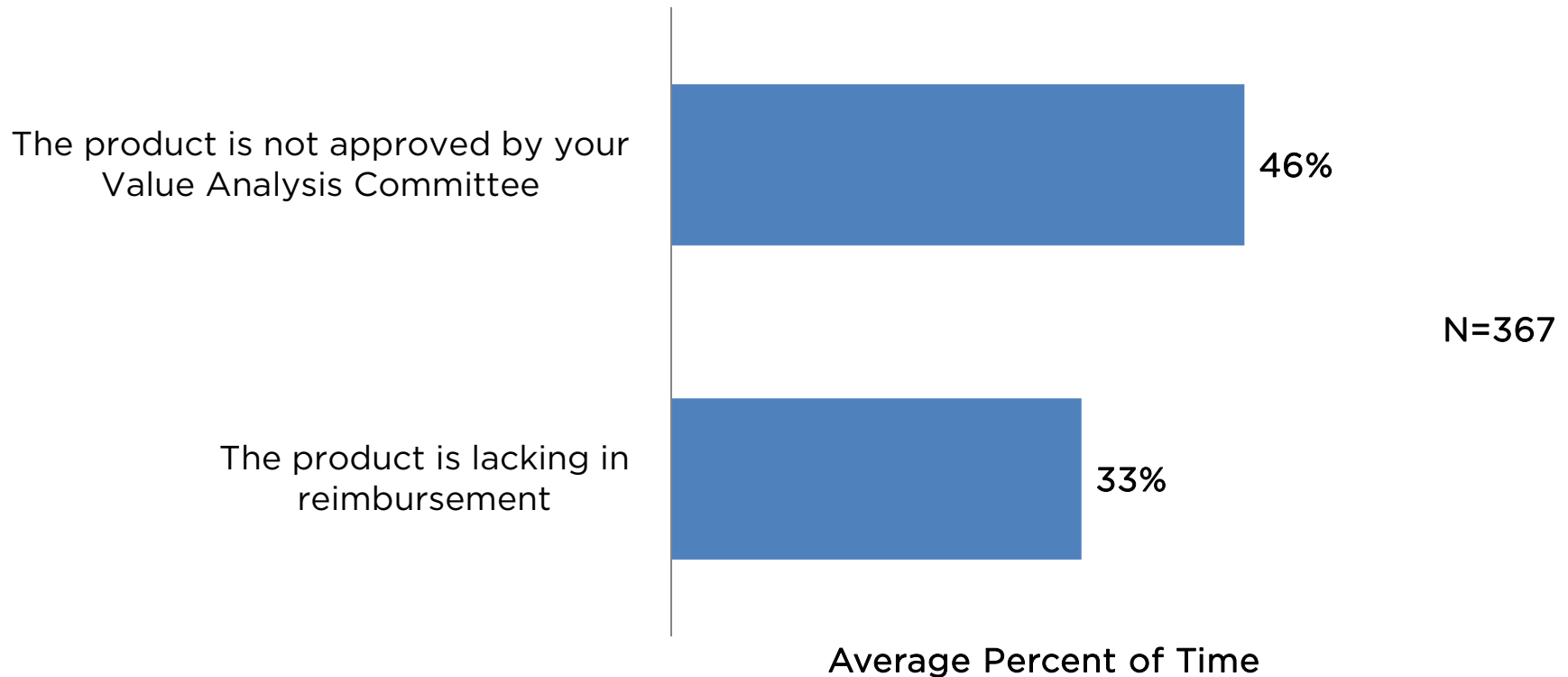




Technology Lacking Reimbursement and Value Analysis Committee Approvals

Impacting business, medicine, and most importantly, patients.

What percent of the time are you restricted from using a disposable/device because:





Impacting business, medicine, and most importantly, patients.

We hope you found this report beneficial.

If you are interested in learning more about Magellan and receiving the remaining 20 slides of this report, contact us at 612-677-0000 or info@magellanmed.com

As you are moving through 2012, keep Magellan on your radar, as you and your teams are working hard to push projects forward, but are lacking resources.

Magellan is a Contract Research Organization (CRO) – and more.

Our employee teams are lead by experienced subject matter experts who provide regulatory, clinical research, reimbursement, market research and on-site clinical/technical support programs in the US, Europe and Canada.

It's the work we do and the relationships we forge that allows us to continue to improve business, medicine and most importantly, patients.

Impacting business, medicine, and most importantly, patients.

