

## CASE STUDY

Life sciences

### Market opportunity assessment for sterile hospital equipment covers



## About the client

The client is a leading international developer and manufacturer of surgical drapes and covers.



Founded in

1971



Revenue

USD 205 Bn



Assets

USD 43.417 Bn



Employees

48,000



## Objective and challenges

The organization's primary goals were to understand:

- The healthcare system, value chain, healthcare facilities, and major challenges in the targeted country
- Demand and prices of various sterile equipment covers used in the operating rooms of multi-specialty hospitals
- The distribution process, shipping, taxes, and bulk discounts in this space
- Procurement processes of hospitals and challenges faced by the operating room staff



## Approach and solution

Netscribes conducted a comprehensive and detailed study using both secondary and primary research methodologies.



This required obtaining vital data pertaining to the country's healthcare system, including total healthcare spending, types of hospitals and their facilities, and location of those hospitals. The key distributors of sterile equipment covers across the country were also interviewed to determine the distribution process, shipping, taxes, and bulk discounts in this space.

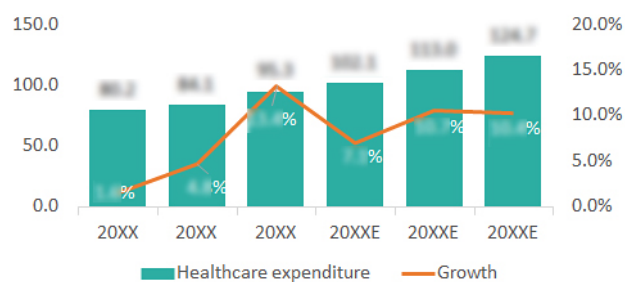


Netscribes identified the number of beds in the hospital, types of operation theatres present in each hospital, types of surgeries performed, and consumption records of vital instruments such as microscopes, C-arm, mini C-arm, ultrasound probe, laparoscopic video cameras, among others.

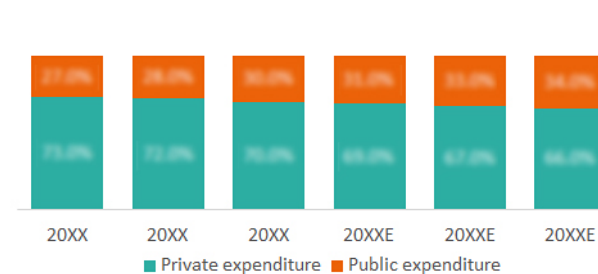


Through the exercise we identified the city out of the top 8 cities with hospitals having a specific number of beds and advanced healthcare infrastructure.

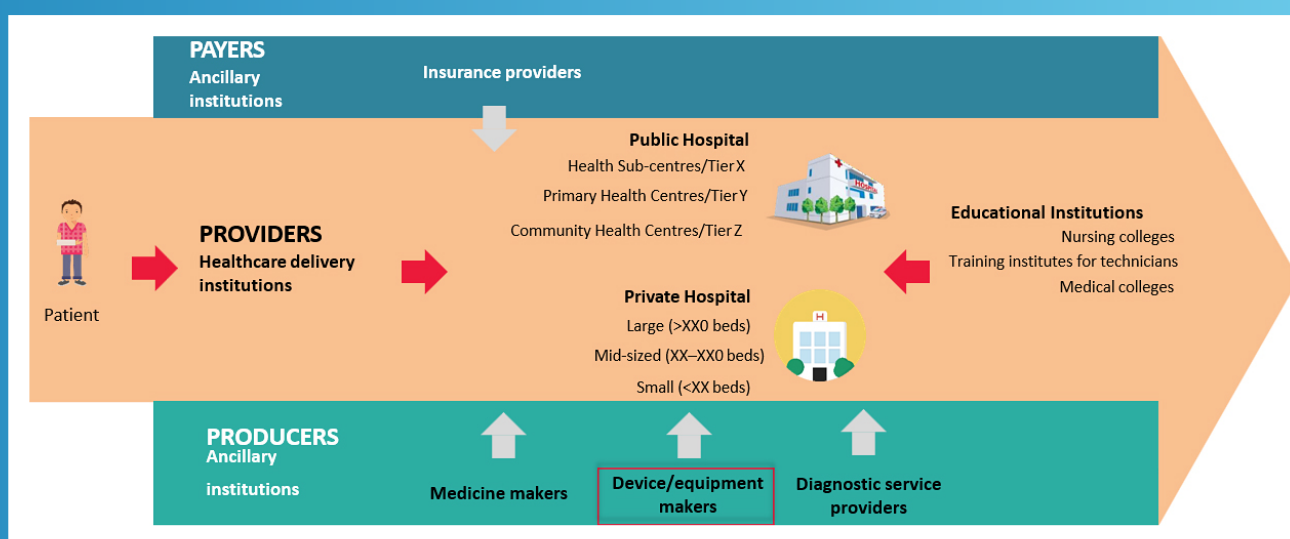
**Healthcare Spending (USD billion)  
20XX–20XX**



**Private vs. Public Healthcare Spending (%),  
20XX–20XX**



## Healthcare value chain in the targeted country



## Healthcare facilities by tier x cities

Count Per City	Total Hospitals, Nursing Homes and Health Clinics	Total Private Hospitals, Nursing Homes and Health Clinics	Public Hospitals	Private Hospitals with XX0 and above Beds
City 1	1592	1308	284	31
City 2	1378	1258	120	28
City 3	734	616	118	14
City 4	1253	1082	171	24
City 5	622	552	70	12
City 6	568	540	28	19
City 7	746	660	86	4
City 8	677	650	27	7



## Results delivered

Measuring the demand for sterile hospital equipment and consumption rates, it was concluded that among these sterile equipment drapes, demand for C-arm devices drapes was the highest, followed by ultrasound probe covers drapes.

Among the sterile equipment drapes, consumption of C-arm covers is the highest, followed by ultrasound probes covers in target hospitals across Country X

Topic	City 2	Country X (No. of XX0 and above Bed Size Hospitals)		
Total number of beds	X,XX3	XX,XX3		
Total number of OTs	XX4	X,XX8		
Total number of surgical procedures (Monthly)	XX,XX5	XX1,XX0		
Equipment Cover Demand: All OTs (Monthly)			Unit Price/Cover (USD)	Country X Market Value/Month (USD)
Microscope cover	1,075	17,630	X.X4	9,513
C-arm cover	7,514	123,230	X.X5	104,486
Mini C-arm cover	4,215	69,126	X.X9	26,642
Ultrasound probes cover	5,020	82,320	X.X1	25,381
Laparoscopy and arthroscopy video camera cover	2,105	34,514	X.X3	7,981
Angio protection cover	675	11,070	X.X3	2,560
Trolley cover	1,500	24,600	X.X4	13,273
O-scope cover	300	4,920	X.3X9	1,896
TOTAL				191,731



## Client benefit

Geared with these insights the client was able to identify the most profitable products and drive sales, resulting in higher profit margins. Moreover, these insights helped the client craft effective strategies to promote their most demanded products. According to the client's Head of Sales and Marketing, "It was a very detailed presentation and was very helpful to devise our business strategies for the Indian market."

Discover untapped potential in today's vast [healthcare sector](#) with a customized [market opportunity assessment](#) to shape your success strategy.

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