Development Opportunities for Medical Equipment Enterprises

Jin Guo Wang and Na Wang

ABSTRACT

By exploration of the methods of domestic medical device companies cope with competition, we pointed out the problems existing, compared with foreign countries. According to the characteristics of the international situation of medical device market and the great demand of the domestic medical equipment market, we provide some suggestions including cooperation deal with competition, production of new products and market targeted.

INTRODUCTION

In our medical equipment industries, some companies have gone abroad and some enterprises have even export-oriented. On Chinese international medical equipment fair, more and more foreign investors patronize our products. This article is associated with what situation the international medical device market is in general and whether enterprises which haven't go abroad still have chance to go out and how to come to visit and negotiate in the area of foreign medical device market conditions. It is not necessary that it must be top high-tech products to enter the international market, in addition to a certain amount of high-tech products in many countries, more and more suitable products are needed [1]. Look around the world and you can see the opportunity of entering the international market, accompanied with opportunities and challenges.

Jin Guo WANG, Department of Urology, The First Hospital of Jilin University, Changchun 130021, China. wangjinguolily@163.com
Na WANG, Corresponding author, Department of Urology, The First Hospital of Jilin University, Changchun 130021, China. wangna080613@163.com
The Importance of Development of Medical Equipment Industry

Medical apparatus and instruments involved scope and understanding, and certain differences among countries generally believe that education is a kind of industrial products group, by each product aggregate into medical equipment industry. Medical equipment has many characteristics, set up in health facilities for medical care and the product type is complex, with wider range of technologies involved, for personal safety, although its effects on the human body must be desired effect or auxiliary effect. The production of medical equipment in China is medical electronics industry, electrical industry, precision instruments, material industry and so on several parts [2].

Medical apparatus and instruments as the pillar of the medical and health undertakings, the medical equipment industry is of great significance, not only embodies in its economic benefits to the health industry, the most important is reflected in terms of contribution to human society benefit. Importance of medical equipment in a variety of ways, such as diagnosis and treatment of diseases, from the direction of molecular biology, biochemical physics or chemistry point of microscopic analysis of the cause, diagnosis and treatment of diseases from the angle of fundamental mechanism. Medical workers under the medical devices supporting role, improve the efficiency and accuracy, increasing the number of diagnosis and treatment the patient must work time, increase the economic benefits of health institutions. Medical workers produce dependence is the inevitable trend of medical devices. To investigate people's health level, in recent years significantly reduced mortality, citizens to lengthen the average life expectancy and medical equipment have a certain relationship [3].

The Current Problems Existing in Medical Equipment Industries

Along with the development of medical equipment, it still has many problems. The main factors of development of medical equipment market include: a) fund shortage of medical equipment research and development, especially the development of high precision equipment requires a lot of money, since most medical devices on the market dominated by foreign brands, the price is expensive, the insufficient funds instrument development can obviously increase the difficulty, make the production level has stuck. b) Poor technical level of medical instrument equipment and unreasonable industrial structure of medical equipment and the high demand of technology level of the precision instruments. Industrial structure, based on the low level instrument is given priority to, occupy the main market, and have obvious repetition, lack of innovation such as design, make the overall level of market stranded. c) Excessive dependence on imported products and equipment status quo and problems in market structure. Excessive foreign medical device market divided up the domestic urban equipment market. It is difficult to develop, and medical institutions of imported machines, also aggravate the burden of patients, increase the difficulty and high cost of treatment of possibility, the adverse impact on many aspects. d) The lack of talent medical
equipment industry and production organization, lack of innovative talents in the enterprise in a generic and improve level and cannot be further satisfy and conform to the market demand. Domestic for medical device design need compound talents is not completely satisfied, mainly by the education system and the overall impact of talent cultivation system, so the lack of relevant professional talents, and resulting in the loss of talent [4]. Due to mainly small and medium-sized enterprises in the market structure, enterprise itself money ability is limited, capital needs long-term sustainability and outside support. But access to capital in areas such as the bank has certain difficulties, increased the investment risk, increase difficulty of medical equipment research and development. In addition, the weak strong supervision law is also one of the reasons affecting the development of medical equipment industry.

THE OPPORTUNITIES

The cause of China's medical and health has a huge space for development, the development of economy is impressive, medical apparatus and instruments market growth momentum in recent years. Adopted a policy of opening to the outside world since the 1970s, China has a rapid development, in recent years has become one of the world's biggest economies; now there are very few in the industry suspect that China's economic power [5].

In the past 20 years, China has become an important part of the world medical equipment market, from population size to the purchasing power of China is more and more attracted medical equipment manufacturers, no one doubts that it is the huge market potential in terms of medical apparatus and instruments. Prompted the development of China's medical market in addition to economic development and population factors, the ageing of the population and urbanization are also pushing to expand in the medical market. The whole world is faced with the problem of aging population. China for many years to implement the policy of China's elderly population proportion in the total population is higher than in many other countries.

In the next few years, many of China's rural residents will move to cities. The negative effect of urbanization is a sedentary lifestyle, western-style diet, smoke more, plus the air pollution in urban areas, the combination of these factors will make the city residents are more likely to suffer from chronic diseases and other adverse to the body's health problems, as a result, there will be more medical needs [6].

China's outstanding problems in medical supplies are very uneven. The town's medical condition is good and many rural areas with little or no. Urban health insurance has been well established, has covered almost all the working people, the government plans to cover all urban residents, including the unemployed and children, this is not in the past [7]. The Chinese government is actively expanding health insurance and the goal is to cover all the inhabitants of rural areas.
SUGGESTIONS TO CATCH THE OPPORTUNITY

Expected future spending on medical apparatus and instruments is huge, the government's commitment to a lot of money for the construction of thousands of hospitals, health centers and clinics, this will lead to medical units of fixed assets, important medical apparatus and instruments, and other necessities in a relatively short time periods will increase with unprecedented speed.

Cooperation, the Best Means to Deal with the Competition

Now under the background of globalization, we should consider more for cooperation to deal with the competition. A lot of enterprises encounter rivals, often is you reduce the price, I also cut, you hit the wall, rather than in the destruction that is worse than in advance together hand in hand. Currently on the market in the west have already can't see the price competition, can only see the non-price competition, such as product quality, service, quality, brand, talented person's competition, can only see with cooperation to deal with competition, everyone work together to do big cake, everyone eat satisfied, we win together and aims to do big market, we all get our fair share from the market share [8]. Through cooperation, you can get many things you don't have. What you said a lot of things are important, talent, capital, technology, material, brand is very important, you are short of? With somebody else, there will be. Since the reform and opening, we in and foreign joint venture, cooperation development is good, at the same time, the easier your cooperation opponent, the higher the potential difference, the more difficult the closer cooperation. Therefore, to deal with the competition to cooperation, to deal with the competition is the best means of cooperation. This cooperation is not only cooperation between the enterprises, and enterprises and scientific research institutions, colleges and universities and the bank cooperation [9]. Not only in the production of technical cooperation, and marketing cooperation, joint property and resource sharing and so on. Not to rob the house market, and common management a market, develop a new market together. It is to be as less as possible, to mobilize all can take advantage of market resources, through your business activities make the resource gets larger appreciation, and realize the value. Cooperation have greatly small, big to get listed assets reorganization packaging, small to something of the planning, multi-party cooperation can deal with the competition.

Opportunities along with Risk

For manufacturing enterprise, the product is to determine the survival and development of one of the most key factors. Any enterprise wants to make the product to sell, but in fact, far from it. New product is to help bring vitality and hope, but should see, to develop and cultivate the market, need to spend a lot of manpower and material resources and financial resources, at the same time must take greater risks. Because the new product can stand in the market, for the enterprise to win profit, it is unclear. The author thinks that, for small and medium-sized enterprise economic strength relatively weak, rather than
aimlessly following, see what good pin, follow the family behind to imitate, and even to counterfeit, rather than in combination with the company's core technology and ability, carefully and analyzed their production and is the production of products, the method of using recycled product to achieve product updates [10].

Mainland China will become the first choice for foreign drug firms to expand business, speeding up the speed of foreign capital to enter the Chinese medicine industry, investment banks help domestic enterprises to open the path to the international market, with the improvement of the Chinese medical devices regulations, Chinese medical equipment industry will usher in the development of the spring. Our country has become the third largest market after the United States and Japan, but many domestic medical instrument enterprises due to lack of funds, lack of spending on research and development has lost a lot of opportunities. As this problem will be solved, investment institutions will be richly rewarded.

REFERENCES

1. Danzon P. Medical Malpractice: Theory, Evidence and Public Policy. 1985