



MedTech Outlook: Latin America 2023

Key data for medical equipment professionals

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Key data and analysis to understand the post-COVID Latin American hospital landscape

As Latin America emerges from the pandemic and hospitals return to pre-pandemic conditions, it's more crucial than ever for medical equipment manufacturers to understand the marketplace.

MedTech Outlook: Latin America 2023 provides that understanding in several key ways. It opens with a broad analysis of key trends that GHI's team is observing in Latin American hospitals, including procedure volume shifts, consumption of consumables and more, all based on recent research conducted with medical institutions around the region.

From there, the *MedTech Outlook: Latin America 2023* offers regionwide data on equipment penetration and healthcare technology usage. This broad market picture is followed by a highly specific section: Latin America's Hospital Technology Leaders. Here you'll find the top 10 hospitals in Latin America's largest markets in terms of their amounts of high-tech equipment, such as robotic surgery systems, linear accelerators, gamma cameras and more. No other company or government entity offers this type of breakdown, which allows manufacturers to which hospitals lead each country's hospitals in acquiring high-ticket, sophisticated medical equipment... and how much they have of each type.

After identifying the institutions that may have some of the strongest potential for new, cutting-edge projects, the *MedTech Outlook: Latin America 2023* features crucial market data for:

- Argentina
- Brazil
- Central America
- Chile
- Colombia
- Mexico
- Peru

For each of these markets, the report employs a highly visual, infographic style that allows you to quickly zero in on the strategic facts and figures for each country, such as:

- Breakdown of hospital types, bed types and level of care
- Medical equipment categories with highest recent increases/decreases in hospitals
- Base installed equipment growth rates, 2018-2021
- Healthcare technology penetration rates for 6 different technology types
- Base installed equipment penetration rates for both basic and specialized equipment

And much more. *MedTech Outlook: Latin America 2023* is the only independent resource reflecting the Latin American hospital market based on the best possible sources: the hospitals themselves. This unique compendium of data, organized for easy reference, is a strategic necessity for the planning, sales and marketing teams of all equipment manufacturers targeting Latin America.



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