

F R O S T & S U L L I V A N

Strategic Analysis of the Healthcare Industry in Zambia

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Content

Background to Study

Background:

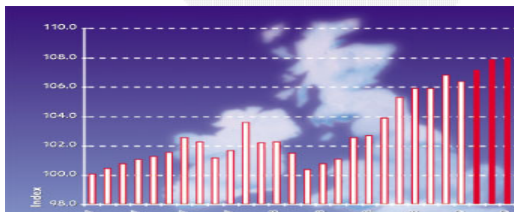
The amount of healthcare funding in Zambia has been on a consistent upward trend in recent years. The government has deployed increasing shares of the budget towards tackling the worsening disease challenges. The international community has been supportive of government initiatives through increased donor funding. Limited healthcare funding, which has been the most important restraint to market growth, has steadily receded in impact in recent years. Increased flow of funds has opened up opportunities, especially within infectious disease markets. High growth potential currently exists in the markets for pharmaceuticals, diagnostic imaging equipment as well as infectious disease diagnostics. As part of this research service, key market metrics are provided, as well as an examination of the major dynamics that will impact on each of these segments over the period 2008 to 2014.



Research Aims and Objectives



In this study, an in-depth analysis of the healthcare industry in Zambia is carried out. The following issues are examined and discussed:



Detailed analysis of the healthcare sector

Market metrics for pharmaceuticals and medical devices, including growth forecasts, market sizes and industry structure

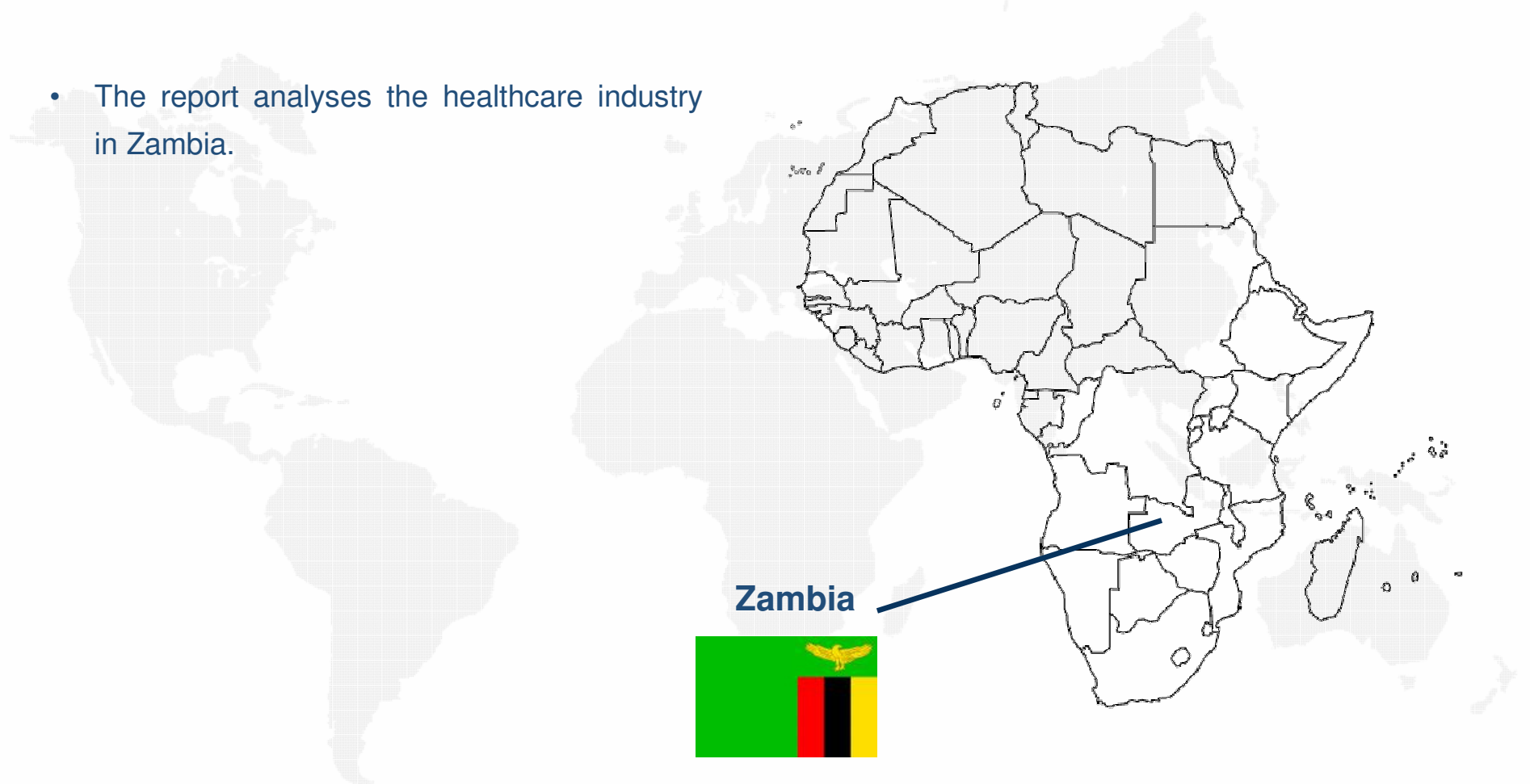
Key industry challenges, market drivers and restraints for each market segment

Detailed competitor analysis, including market share and product portfolio analysis

Strategic recommendations for each segment

Scope of Research

- The report analyses the healthcare industry in Zambia.



Scope of Research

Market Segmentation

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- The healthcare industry has a wide variety of aspects; however, for purposes of this research service the industry has been segmented as follows:
 - Pharmaceuticals, which also included:
 - Branded drugs
 - Generic drugs
 - Medical devices, which was classified further into:
 - Imaging
 - Infectious disease diagnostics

Respondent Scope

This project was carried out using primary research (telephone or face-to-face interviews) and secondary (published and online material) as the principle methods of data gathering. The focus of the interviews for this project were primarily the respondent types outlined in the figure below.

Organisation Type	Target Designations	Type of Information
Regulatory authorities, associations, societies	Heads of departments, registrars, administration officers	Industry strengths, trends and challenges.
Pharmaceutical and medical device manufacturers and distributors	Marketing managers, sales managers, CEOs and Operations directors	Revenues generated, growth rates, market drivers, restraints and trends
Hospitals, clinics and pharmacies	Pharmacists, procurement specialists, administrators	Types of pharmaceutical and medical devices used and required. Challenges in sourcing products

Research Deliverables 1 / 2

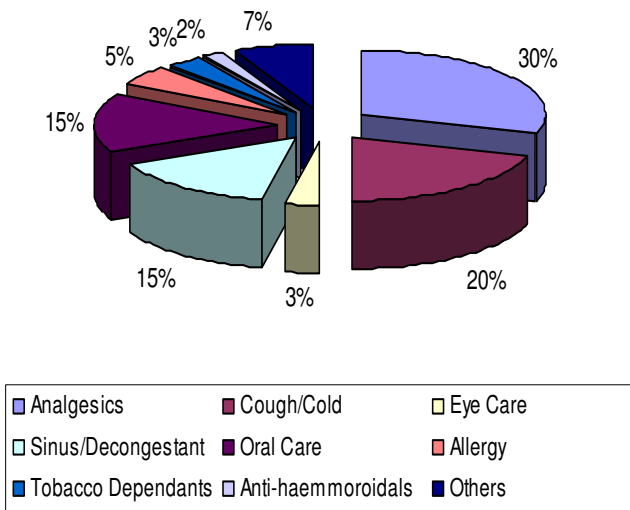
Through this Research Service Frost & Sullivan is delivering the following:

- Detailed profile of the healthcare sector in Zambia, focusing specifically on the following issues:
 - Healthcare structure and expenditure
 - Funding
 - Regulatory and legislative framework
 - Distribution and logistics framework
 - Medical insurance environment
- Establishment of Markets Engineering Measurements, such as market sizes and forecasted growth rates
- Identification of the key industry challenges, as well as market drivers and restraints for each of the healthcare segments.
- Analysis of significant technology trends in the Zambian healthcare market.
- Thorough competitor analysis of the major participants operating in the Zambian healthcare market.
- Clear strategic recommendations based on key findings

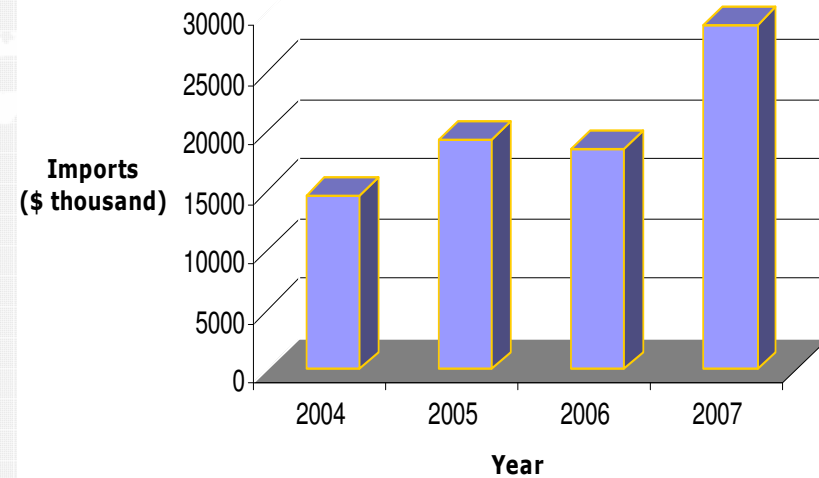
Research Deliverables 2 / 2

Example of Research Deliverables

Pharmaceutical Market: OTC Product Segments (Zambia), 2008



Medical Device Market: Value of Imports (Zambia), 2004-2007



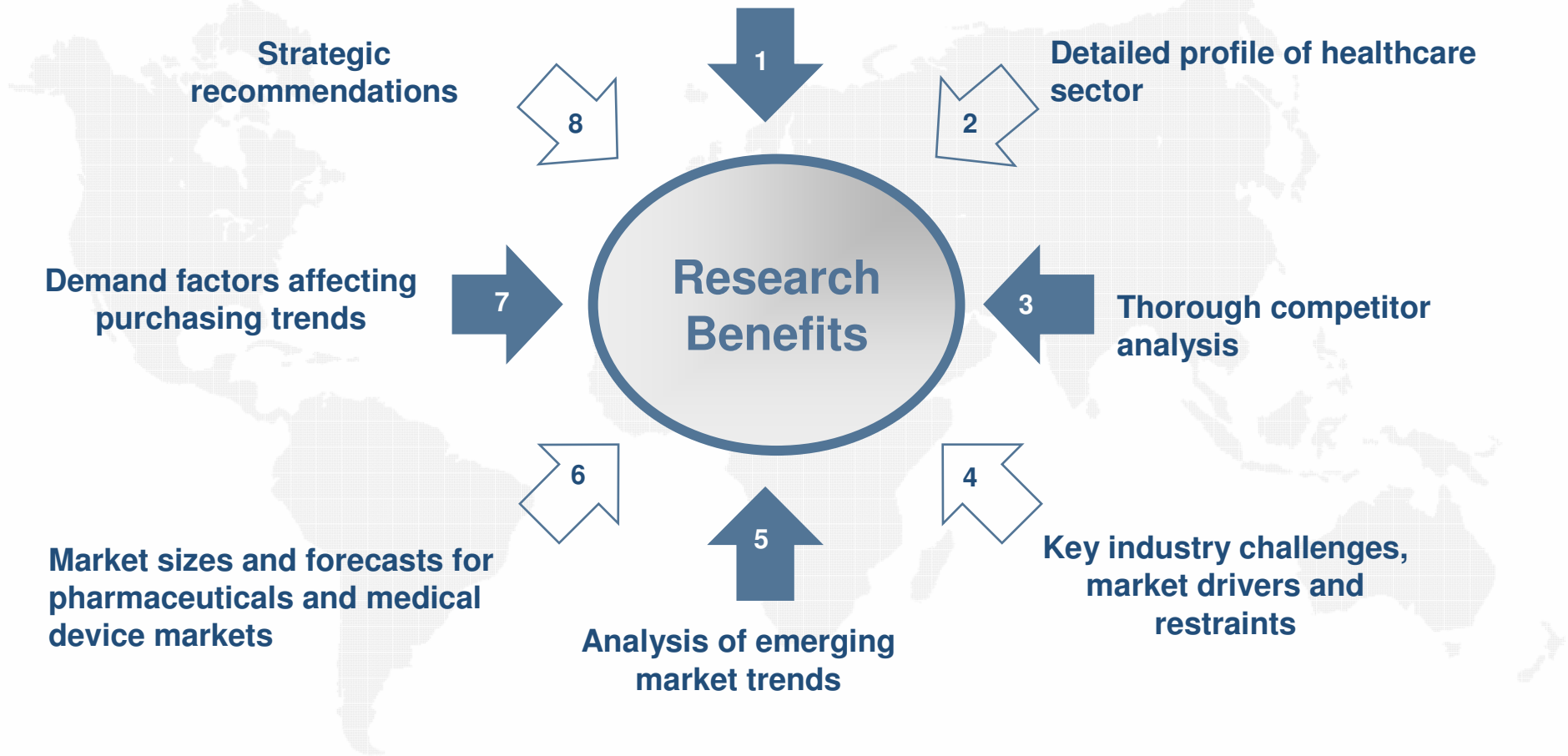
Methodology Followed

Frost & Sullivan research projects are carried out using a defined methodology.

- A title is selected and a feasibility study carried out to determine the research service's likely impact and commercial viability.
- After approval, the scope of the research service is determined and the market segmented based on primary research carried out during the feasibility study.
- Secondary research is then carried out and, along with Frost and Sullivan internal resources and databases, subsequently allows for the construction of a contact list for major industry players and end-users.
- Interviews are then scheduled and carried out with participants. In the current research project, participants were:
 - Surgeons
 - Marketing managers
 - Product managers
 - Heads of business development
 - Department heads, clinicians and physicians
 - Government officials and implementation officials

Benefits of Research

Provides excellent analysis of the external factors effecting the healthcare industry in Zambia



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