HealthManagement
Promoting Management and Leadership

Focus on Infection Control Boost Prospects of Peripheral Vascular Products in Western Europe

Infection control strategies and the rising demand for single-use medical devices are boosting the use of peripheral vascular products in western Europe. At the same time, developments in imaging technology that are boosting the efficiency of angioplasty procedures are further advancing market prospects.

New analysis from Frost & Sullivan (http://www.medicaldevices.frost.com), Western European Markets for Peripheral Vascular Products, finds that overall market is set to expand. The following segments are covered in the research: centeripheral vascular stents and stent grafts, percutaneous transluminal angioplasty (PTA) catheters, endovascular catheters, guidewires, vascular closure systems (VCD) and embolic protection devices (EPD).

In most European countries, laws are in place advising against the reuse of single-use medical devices. However, single-use devices can be reused in Sweden as long as the devices meet the standards outlined in the medical device directives (MDD), the patient is informed and a vigilance system is maintained.

“The overall surgical procedure numbers are escalating throughout Europe with single-use medical devices being largely used in hospitals and as part of surgical procedures,” notes Frost & Sullivan Senior Research Analyst Sree Vidhya Praveen. “The rise in the number of surgical procedures correlates positively with the increase in the use of single-use medical devices in the near future, boding well for peripheral vascular products.”

Conventional X-ray fluoroscopy has been the standard approach used by interventional cardiologists or radiologists during procedures. Currently, digitalised cath labs have revolutionised the way interventional practitioners look at the organ or vessel.

Developments in imaging technology include improved contrast with lower doses of radiation and enhanced resolution. The introduction of intravascular ultrasound enables precise navigation of the balloon catheter through the vasculature. Additionally, they also aid in accomplishing proper dilation of the artery and in characterising the plaque.

These supporting domains are continuously under the influence of technological developments that enhance the efficiency of the interventional procedure. Such advances are set to have a positive impact on market growth.

One of the major challenges is gaining distinction among end users, despite the lack of significant differentiation among the number of products currently in the market. Due to the similarity of products, many surgeons tend to make selections based on the familiarity of a specific brand name.

“Interventionalists are by no means myopic with their device selection; they do not see a significant margin of distinction between the newer devices and their preferred device to warrant usage,” states Praveen. “If presented with a device with appreciable benefits and notable clinical benchmarks, it is likely they would not hesitate to incorporate the newer technology.”

The rapid pace of technology evolution demands high investments in R&D. Certain product segments included within the western European market for devices used to treat peripheral vessel disease are notable for the rapid pace of technological development and the speed with which new products are launched.

Companies that are unable to keep pace with such change are likely to experience diminishing market shares. R&D and the acquisition of small companies known for their innovative excellence are both commonly used strategies that enable companies to bring new technology to market and gain market share.

Due to the wide range of devices with similar features available in the market, being able to develop a technologically advanced product line is critical to success. Most importantly, given the inordinate length of time it takes to design a device, gain regulatory approval, and the resulting encumbered speed to market, most participants want to ensure that they maximise their market penetration.

“Launching a new device with only a marginal benefit over existing products on the market might only have a slight impact, ensuring a firm gets

inadequate return on its investments," concludes Praveen. "However, instead of launching a 'me-too' device, a product offering significant leap in terms of technology would create significant industry buzz and accelerate its adoption in the market. Firms need to make themselves aware of the features that will best serve the market six to seven years down the line."

If you are interested in more information about Frost & Sullivan's latest study Western European Markets for Peripheral Vascular Products, please send an e-mail with your complete contact details to Katja Feick, Corporate Communications, at katja.feick@frost.com.

Published on : Tue, 22 Feb 2011