

12+1 Things You Should Do to Stay Ahead of the Competition

Gross Margin Benchmark of MedTech 100 Companies

The New MedTech Market

29/01/2018 How Transformation can be leveraged to conquer Stagnation.

Disruptive business models, tech giants such as Google entering the market, and new innovative services are fundamentally changing the competitive environment within the MedTech industry. Established players are being forced to reconsider their way of doing business. Operations need to be adjusted in a way to prepare for the imminent revolution. While gross margin—a useful indicator of operational performance—is comparatively high within the MedTech business, production operations lack, for instance, the required dynamic to quickly respond to shifting market conditions. Since 2012, the leading MedTech companies have incrementally increased their gross margin by only 0.2 percent per year. Stagnation. The Porsche Consulting 12+1-step approach is designed to give MedTech firms guidance on how they can benefit from transformation.

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart