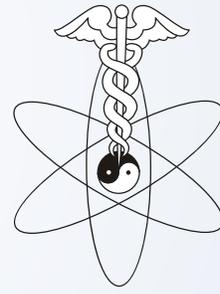


NeuvoMedica



NeuvoMedica

Bringing The Latest Medical Device Technology To **China**

NeuvoMedica is a Market Development firm focused on the China Medical Device Market.

We work with Medical Technology companies to commercialize and maximize the market potential for new and existing products. We act as a fully integrated operation for medical device and equipment companies seeking to succeed in China by providing market analysis, strategic planning, product registration, and professional sales and distribution services.

Combining international management techniques along with a deep understanding of the business and cultural practices of China, we help clients develop a professional, transparent and disciplined approach to the commercialization and sale of medical technology in China.

OurAdvantages

Integrity

Honesty and integrity are foundations of which our careers and business have been built. We have a strong belief in setting the appropriate expectations and honoring our commitments.

Transparency

We believe transparency and openness is the basis of any business relationship. We adhere to international business practices with our partners.

Strategic mindset

We have a long term perspective on the products we bring to the Chinese market. We are looking to work with our international partners to develop and grow the market in a sustainable fashion.

Communication

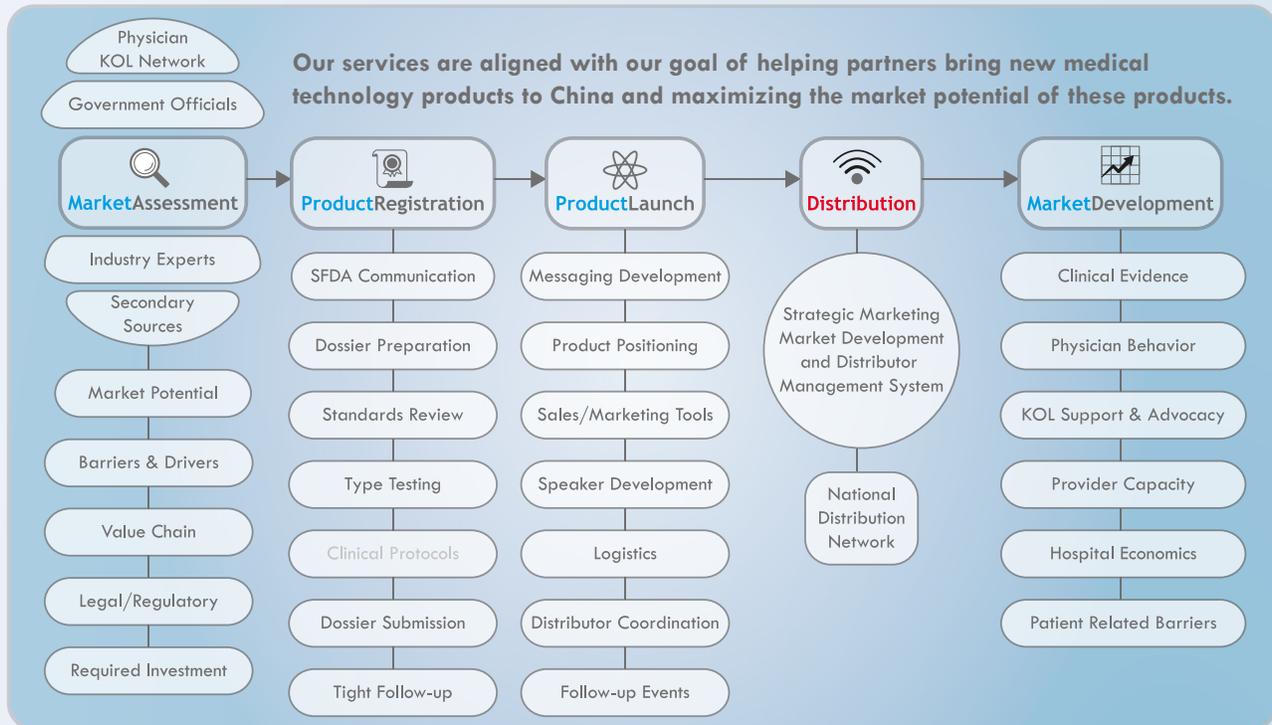
We are led by a bi-cultural bi-lingual team educated in both the US and China and are completely comfortable in both English and Chinese business environments.

Results

Our team has spent many years of establishing and building medical device and equipment markets in Greater China and other parts of the world and is uniquely positioned to ensure the success of your products in China.



Our Services



Market Assessment

We assess the market potential, evaluate barriers and drivers of market growth, understand the value chain, determine any legal or regulatory issues and calculate the investment required. We do this by leveraging our wide network of physicians, government officials, regulatory professionals and industry experts to conduct the appropriate primary research and then utilize our deep knowledge of business fundamentals and the China medical device market to make the appropriate analysis and recommendations.

Product Registration

In order for a medical device to be sold in China, it must receive approval from the SFDA (State Food and Drug Administration). Based on the product, the requirements and timelines can vary considerably. Problems in communication and lack of understanding in the process can cause significant delays and costs. Due to our experience with the SFDA in over 50 successful projects and product registrations, our team has a deep understanding of the registration process as well strategies on effective communication with the SFDA. Our goals are directly aligned with the manufacturer to obtain the approval as expediently as possible. In the case where a local clinical trial is required, we help develop and execute clinical protocols for the best clinical and market outcomes.

Product Launch

A Product Launch gives a company a chance to introduce and educate a large group of physicians about its product very quickly. Our team has significant experience launching products gained both in China and abroad while working for top Medical Device companies. We help with the design and execution of the launch doing everything from messaging, product positioning, sales & marketing tools, speaker development, logistics, distributor coordination, as well as the actual launch event and follow-up events.

Distribution

We take a two pronged approach to distribution in China. We leverage our national network of distributors and distributor management system that we have built over many years in the medical device industry in China. In addition, we augment this with our strategic marketing and market development capabilities that we developed at top business school institutions and honed over years of experience working for top Medical Device companies.

We are a licensed medical device distributor in China for Class 2 & 3 devices and can act as your main distribution contact for China or work with you in an advisory fashion. For companies wishing to manage distribution by themselves, we can also help build a strategy, system and network appropriate to the client needs.

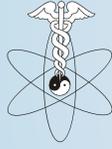
Market Development

Market Development is identifying and addressing the key barriers to adoption of a product. Typical barriers fall into the areas of Clinical Evidence, Physician Behavior, KOL Support & Advocacy, Provider Capacity, Hospital Economics and Patient Related Barriers. We have been trained and worked with various Market Development methodologies and have conducted many related activities in China including developing Market Development Strategies and creating programs to address barriers to adoption.

Other

In addition to the services listed above, we provide other advisory services related to the medical device industry including (but not limited to): China manufacturing (including GMP and other regulatory requirements), segmentation and pricing, competitive intelligence & analysis, and due diligence.

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