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Podcast: Medtech Pressure Points And Opportunities In 2019

The Global View From ZS

by **Ashley Yeo**

Menacing clouds on the horizon, or opportunity for medtechs large and small in the evolving health care delivery ecosystems? Probably both, and a significant amount of risk, too, for those medtechs who push through the pain barrier to, in some cases, redefine their own roles. Helping patients understand the value being created will also be a major success factor for medtechs. Whatever the outcomes, these are exciting times, says ZS' Brian Chapman, in this future-gazing podcast with *In Vivo*.

The current, unusually intense, period of regulatory change – in the EU, US and even China – and the ongoing challenges for global business are making companies look hard at their levels of fitness for the future in the evolving medtech ecosystem.

Manufacturers are living in a period of uncertainty, with often misfiring international trade relations, Brexit, and currency developments in emerging markets all contributing to the sense of unpredictability. Change has always been a factor for medtechs, but therein also lie opportunities – now especially for those who can find a meaningful role in the digital transformation agenda.

We are also seeing a return to product and portfolio focus, partly in place of the major M&A seen in recent years, and for the time being, it's “less about scale.” What won't change now is the pressure for companies to keep right on top of their evidence strategies, says Brian Chapman, principal and head of medical products and consulting at ZS, speaking to *In Vivo* about the outlook for global medtechs in 2019.

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