



HEALTHCARE INDUSTRY



Healthcare **Industry**

INTRODUCTION

- The healthcare industry list (also called the **medical industry** or health economy) is an aggregation of sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care.
- It includes the generation and commercialization of goods and services lending themselves to maintaining and re-establishing health.
- The modern healthcare industry is divided into many sectors and depends on interdisciplinary teams of trained professionals and paraprofessionals to meet health needs of individuals and populations.



TYPES

- PHYSICIANS & SURGEONS
- PHARMACEUTICAL
- BIOTECHNOLOGY



PHYSICIANS & SURGEONS

- A **physician** or **doctor** is a professional who practices medicine, which is concerned with promoting, maintaining, or restoring human health through the study, diagnosis, and treatment of disease, injury, and other physical and mental impairments.
- Physicians may focus their practice on certain disease categories, types of patients, or methods of treatment known as specialist medical practitioners or assume responsibility for the provision of continuing and comprehensive medical care to individuals, families, and communities known as general practitioners.
- Medical practice properly requires both a detailed knowledge of the academic disciplines (such as anatomy and physiology) underlying diseases and their treatment the science of medicine and also a decent competence in its applied practice the art or craft of medicine.

TYPES OF PHYSICIANS & SURGEONS

1. Audiologist

- Audiologists specialize in ear related issues, particularly with regard to hearing loss in children. These doctors work with deaf and mute children to assist in their learning to communicate. They typically work in hospitals, physicians' offices, audiology clinics, and occasionally in schools.

SOME EQUIPMENTS USED BY AUDIOLOGIST:

- Audiology Software
- Audiometric Equipment
- Cochlear Implants
- Diagnostic Hardware and Supplies
- Electrophysiology Equipment
- Hearing Aids
- Sound & Vibration Measurement
- Sound Rooms
- Vestibular Equipment

2. Allergist

- Allergists work with a wide variety of patients who suffer from issues related to allergies, such as hay, fever, or asthma.
- They are specially trained to treat these issues and assist patients in dealing with them and what to do when they are encountered.

3. Anesthesiologist

- Anesthesiologists study the effects and reactions to anesthetic medicines and administer them to a variety of patients with pain-killing needs.
- They assess illnesses that require this type of treatment and the dosages appropriate for each specific situation.

EQUIPMENTS FOR ANESTHESIOLOGIST

- Anesthetic vaporizers
- Peripheral venous catheter
- Guedel airways
- Nasal oxygen set
- Endoscopes
- Eschmann stylet or gum elastic bougie
- Epidural catheter
- Oxygen mask

4. Cardiologist

- Cardiologists specify in the study and treatment of the heart and the many diseases and issues related to it. They assess the medical and family history of patients to determine potential risk for certain cardiovascular diseases and take action to prevent them.

Some equipment's used for cardiologist:

- Cardiac Monitors
- Cardiac Ultrasound Machines
- Vascular Ultrasound Machines
- EKG Machines
- Defibrillators
- Intra-Aortic Balloon Pumps
- Heart-Lung Bypass Machines
- Stress Test System
- Infusion Pumps
- Vascular Doppler
- AED - Automated External Defibrillators

5. Dentist

- Dentists work with the human mouth, examining teeth and gum health and preventing and detecting various different issues, such as cavities and bleeding gums. Typically, patients are advised to go to the dentist twice a year in order to maintain tooth health

Top 10 equipment's are listed:

- Dental chairs
- Air compressors
- Suction units
- X-ray equipment and generators
- Vacuum autoclaves
- Thermo disinfectors
- Water distillers:
- Curing lights
- Endodontic motors
- Dental implant nsk surgical motors

6. Dermatologist

- Dermatologists study skin and the structures, functions and diseases related to it. They examine patients to check for such risk factors as basal cell carcinoma (which signals skin cancer) and moles that may eventually cause skin disease if not treated in time.

Some equipment's are listed:

- Exam tables
- Physician headlights
- Procedure tables
- Medical spa tables
- Popular refurbished medical equipment
- High frequency desiccators
- Exam & procedure lighting
- Autoclaves and sterilizers
- Patient monitoring
- Dermatology office furniture
- Electrosurgical accessories

7. Endocrinologist

- Endocrinologists specify in illnesses and issues related to the endocrine system and its glands. They study hormone levels in this area to determine and predict whether or not a patient will encounter an endocrine system issue in the future.

Some equipment's are:

- List of surgical instruments
- Instruments used in internal medicine
- All stadiometers, height rods
- Calipers
- HDL test strips
- Inclinator
- Iontophoresis systems
- Lab coats
- Lipid panel test strips
- Metabolic panel test strips
- Pediatric measuring devices
- Scales
- Sharps containers
- Triglyceride test strips

8. Epidemiologist

- Epidemiologists search for potential diseases that may crop up and cause a great deal of problems for a population and look for vaccinations for current terminal diseases, such as cancer and HIV/AIDS.

Some Equipment's are:

- Survey Instruments
- MicroR meters
- Portal Monitor
- Air Pumps
- Smears/Swipes
- Spectral analyzers

9. Gynecologist

- Gynecologists work with the female reproductive system to assess and prevent issues that could potentially cause fertility issues. Female patients are typically advised to see a gynecologist once a year.
- Gynecological work also focuses on issues related to prenatal care and options for expectant and new mothers. For more information on how to ensure that your infant is growing and developing properly

Some of the equipment's are listed below.

- 1.Speculum
- 2.Auvard's speculum
- 3.Cusco's speculum
- 4.Sim's double-bladed posterior vaginal speculum
- 5.Scalpel
- 6.Vulsellum
- 7.Single toothed vulsellum
- 8.Multiple toothed vulsellum
- 9.Giant vulsellum
- 10. Mucus sucker - disposable or metal

10. Immunologist

- Immunologists study the immune system in a variety of organisms, including humans.
- They determine the weaknesses related to this system and what can be done to override these weaknesses.

Some of the equipment's are listed:

- Pherastar FS
- Transferpette
- Well plate loader
- Spectrostar Nano
- Slide loader
- Polarstar
- Handystep
- Fluostar
- Liquid nitrogen storage tank
- Epmotion automated pipetting
- Spectrostar

11. Infectious Disease Specialist

- Infectious Disease Specialists are often found in research labs and work with viruses and bacteria that tend to cause a variety of dangerous diseases. They examine the source of these organisms and determine what can be done to prevent them from causing illnesses.

12. Internal Medicine Specialist

- Internal Medicine Specialists manage and treat diseases through non-surgical means, such as anesthetics and other pain-relieving drugs. They work in many different healthcare facilities and assist other physicians in finding the most appropriate means of treatment for each individual patient.

Some of the equipment's are listed:

- 1. Stethoscopes
- 2. Reflex testing hammer (padded)
- 3. Sphygmomanometer (Blood pressure meter)
- 4. Nebulizer
- 5. Dialyser
- 6. Vaporizer
- 7. Syringe of different sizes and needles

13. Medical Geneticist

- Medical Geneticists examine and treat diseases related to genetic disorders.
- They specialize in disorders that are hereditary in nature and work to find ways to prevent already-present diseases from passing down to the next generation through reproduction.

14. Microbiologist

- Microbiologists study the growth infectious bacteria and viruses and their interactions with the human body to determine which could potentially cause harm and severe medical conditions.
- They also seek to find immunizations for diseases caused by these organisms.

15. Neonatologist

- Neonatologists care for new born infants to ensure their successful entry into a healthy and fulfilling life.
- The focal point of their examinations is on premature and critically ill infants who require immediate treatment at the risk of fatal consequences.

16. Neurologist

- Neurologists work with the human brain to determine causes and treatments for such serious illnesses as Alzheimer's, Parkinson's, Dementia, and many others.
- In addition to research on the brain stem, neurologists also study the nervous system and diseases that affect that region.

17. Neurosurgeon

- Neurosurgeons operate on the human brain and body to treat and cure diseases affecting the nervous system and brain stem.
- They work to alleviate symptoms from serious brain illnesses that cause patients a great deal of physical and emotional pain.

18. Obstetrician

- Obstetricians work in a particular area of gynecology that focuses on neonatal care and childbirth.
- They also perform other operations related to the female reproductive system including C-sections, hysterectomies, and surgical removal of ovarian tumors.

19. Oncologist

- Oncologists focus on the treatment and prevention of cancer in terminal and at-risk patients.
- They offer such treatments as examination and diagnosis of cancerous illnesses, chemotherapy and radiotherapy to destroy cancer cells in the body, and follow-up with survivors after treatment successes.

20. Orthopedic Surgeon

- Orthopedic Surgeons treat ailments concerned with the skeletal system, such as broken bones and arthritis.
- These doctors are often found in emergency rooms since accidents that result in broken bones are often unintentional and demand immediate treatment.

21. ENT Specialist

- ENT Specialists concentrate in areas related to the Ear, Nose, and Throat, and sometimes even ailments related to the neck or the head.
- Children often seek treatment from ENT specialists for surgery in the above areas, and adults see these doctors for sinus infections.

22. Pediatrician

- Pediatricians work with infants, children, and adolescents regarding a wide variety of health issues, ranging from the common cold to severe conditions.
- They make their work environments highly “kid-friendly”, often featuring a range of toys and bright colors.

23. Physiologist

- Physiologists study the states of the human body, including emotions and needs.
- They particularly focus on the functions of the human body to assess if they are working correctly and attempt to determine potential problems before they become an issue.

24. Plastic Surgeon

- Plastic Surgeons perform cosmetic surgery to enhance the physical attributes of a patient or amend a physical issue that the patient finds unsatisfactory.
- The ultimate goal of professionals in this field is to “correct” improper human forms.

25. Podiatrist

- Podiatrists work on and study ailments that afflict the feet and ankles of patients.
- They are often referred to as “foot doctors” and treat such afflictions as athlete’s foot, calluses, nail disorders, and other foot injuries and infections.

26. Psychiatrist

- Psychiatrists, who occupy a more prevalent place in the research field than the medical field, study behavior and mental processes.
- They often work with patients in one-on-one sessions to alleviate mental illnesses and behavioural disorders.

27. Radiologist

- Radiologists diagnose and detect physiological ailments through the use of x-rays and other such imaging technologies.
- Through the use of these technologies, they scan the victim's body for hazardous cells, such as cancer cells, and look for fractures or breaks in accident victims.

28. Rheumatologist

- Rheumatologists, similar to Allergists, diagnose and treat allergies, as well as autoimmune disorders.
- However, unlike their Allergy-focused neighbours, these doctors also treat joint and tissue problems and diseases that afflict the immune system.

29. Surgeon

- Surgeons can be found at the operating table, performing a wide variety of surgeries from head to toe.
- Subsets of surgeons include such areas as general surgery, neurosurgery, cardiovascular surgery, cardiothoracic surgery, ENT surgery, and oral surgery.

30. Urologist

- Urologists specialize in issues related to the urinary system, such as urinary tract infections.
- They also treat and study afflictions of the kidneys, adrenal glands, bladder, and male reproductive organs.
- These health care professionals put a lot of time and effort into getting degrees in these specialized areas, so the next time a kid tells you they want to be a doctor, make sure to ask, “which kind?”

WHOM TO TARGET

- Software provider's

Equipment's manufacturing companies like as

- Survey Instruments
- MicroR meters
- Portal Monitor
- Air Pumps
- Smears/Swipes
- Spectral analyzers
- Oxygen mask

PHARMACEUTICAL INDUSTRY

- The **pharmaceutical industry** develops, produces, and markets drugs or pharmaceuticals for use as medications.
- Pharmaceutical companies may deal in generic or brand medications and medical devices.
- They are subject to a variety of laws and regulations that govern the patenting, testing, safety, efficacy and marketing of drugs.

Top 10 pharmaceutical industry are

- Pfizer
- Novartis
- Roche
- Sanofi
- Merck & co.
- Johnson & Johnson
- Glaxosmithkline
- AstraZeneca
- Gilead sciences
- Takeda



WHOM TO TARGET

- Packaging and labelling companies.
- Measurement and analysis equipment manufacturers
- Capsules, encapsulation and tablet compression machines manufacturers
- Printing companies
- Chemical companies
- Medical device and pharmaceutical industry sterilization packaging
- Industrial temperature control equipment manufacturers
- Tablet and capsule counting machines manufacturers/suppliers
- Laboratory equipment suppliers/manufacturers

<http://www.pharmaceutical-technology.com/contractors/indexAtoZ.html>



BIOTECHNOLOGY INDUSTRIES

- **Biotechnology** is the use of living systems and organisms to develop or make products, or "any technological application that uses biological systems, living organisms or derivatives thereof, to make or modify products or processes for specific use" (UN Convention on Biological Diversity, Art.
- Depending on the tools and applications, it often overlaps with the (related) fields of bioengineering, biomedical engineering, etc.
- For thousands of years, humankind has used biotechnology in agriculture, food production, and medicine.
- The term is largely believed to have been coined in 1919 by Hungarian engineer Károly Ereky.
- In the late 20th and early 21st century, biotechnology has expanded to include new and diverse sciences such as genomics, recombinant gene techniques, applied immunology, and development of pharmaceutical therapies and diagnostic tests.

WHOM TO TARGET

- Exporter and Manufacturer of Industrial biotechnology equipment's, medical equipment, fermentor bioreactor lab scales, fermentor bioreactor, industrial biotechnology equipment's, scientific instruments, medical.
- Exporter and Manufacturer of, laboratory equipment's, modular baby fermentor, peristaltic pump, solid state fermentation plant,, fermentor, hot air oven, ribbon mixtures, muffle furnace, bio-reactors, humidity chambe
- Exporter of himdia, scientific and research products, chemicals, glassware, animal feed, lab sterilising machine.
- Manufacturer of magnetic stirrers, overhead stirrers, shakers, dispersers, mills, dry block heater, heating baths, hot plates, temperature control, centrifuges, rotary evaporators, laboratory reactors, laboratory software

- Exporter and Manufacturer of biotechnological services, sewage treatment plant, air pollution control equipment, waste incinerators, noise control equipment's, effluent treatment plant, water treatment, bio enzymes,
- electronic weighting balances, water purification systems, hplc analyser, microscopes, specific gravity balance with density determination & hallmarking balances, gold & silver balances, carat balances.
- Manufacturer of Analytical biotechnology equipment's, environmental medical equipment's, dissolution testers, tablet disintegration, tester, tablet friabilator, tap density tester, electromagnetic, sieve shaker, round water/ oil bath, fully automatic, autoclaves, rotary vacuum, evaporator

THANK YOU

- <https://www.infodataplace.com/blog/healthcare-marketing/healthcare-business-promotion-ideas/>