

Macro Trends in Healthcare

- **Healthcare Reform**
 - Greater access
 - Downward pressure on reimbursements
 - Downward pressure on costs
- **Aging Population**
 - Consuming more products and services
 - Disease states shifting from acute to chronic
- **Shift in Care Delivery Models**
 - Pay for performance
 - More consumer driven – in home diagnostics
 - Alternative points of care – lower cost, ready to use packaging (RTU)
- **Electronic Medical Records (EMR) and Data Connectivity**
- **Manufacturer Consolidations**
 - Patent expirations
 - Few new blockbusters
 - More biologics and specialty drugs
 - The big get bigger
- **Increase Regulatory Requirements and Complexity**
 - Cold Chain
 - Security
 - Pedigree – serialization - RFID