

Purchase Pattern by Type of Equipment

Purchase patterns differ by type of cardiac equipment, and these differences are reflected in the following tables. For example, about 70% of EKG purchases are made direct from the manufacturer, while the percentage corresponding to other types of equipment are: echocardiogram (51%), radio telemetry monitoring equipment (46%), patient monitoring equipment (49%). In addition, the percentage of respondents expecting increases in next year's dollar purchase volume varies by product category: echocardiogram (57%), EKG (55%), patient monitoring equipment (53%), radio telemetry monitoring equipment (39%).

Purchase Pattern: Total Sample

Primary method of purchasing cardiac equipment

Direct from manufacturer	48.8%
From a single distributor	4.9%
From a number of distributors	4.9%
Direct and from distributors	29.3%
Hospital purchasing group	14.6%

Of those who buy from both manufacturer and distributor:

Average % purchased from manufacturers	62.5%
Average % purchased from distributors	17.7%

Major Suppliers

Hewlett Packard	62.5%
Marquette	12.5%
Avionics	12.5%
Quinton	10.0%
Honeywell	7.5%
Cambridge	7.5%
Edwards Lab	5.0%
Graphic Control	5.0%
Squibb	5.0%
General Electric	5.0%
Dyagram American Optical	5.0%
Philips Med	5.0%
Abbott	2.5%
Technicon	2.5%
SKF	2.5%
API	2.5%
Serano	2.5%
General Med	2.5%