

SECTION B MARKET PROFILE

1. Typical Composition or Product Mix

Hospital care is not only the most integral and vital form of health care, it is also the most expensive and visible element. People normally assess the status of the country's overall health care program based on the coverage, adequacy and quality of "health services" delivered by hospitals. The quality of hospital services is in turn measured in terms of its facilities, equipment, instruments, supplies and manpower.

Hospitals in the Philippines are basically classified as either general or special. General hospitals provide all medical services (or otherwise known as organ groups while special hospitals specialize only in one particular area or organ group. Examples of general hospitals are the Philippine General Hospital (PGH), Makati Medical Center and Polymedic General Hospital, among others.

Special hospitals include the Philippine Heart Center, Lung Center of the Philippines, Kidney Center of the Philippines, National Orthopedic Hospital. Also classified as special hospitals are those providing exclusive services for certain population groups such as the Philippine Children's Medical Center and Jose Fabella Memorial Hospital.

The various products that flow into the Philippine market for medical equipment and supplies can at best be categorized according to the different aspects or areas of hospital care service as shown in Exhibit I.

A separate category pertaining to veterinary equipment and supplies was added to take account of equipment normally used in animal health care.

Included in the list are those equipment and supplies used by special hospitals, whose areas of specialization or organ groups are not normally found in a general hospital, such as orthopedic