

## THAILAND

### Market Assessment

Thailand supports both private and public sector medical facilities. Private sector hospitals offer mainly curative medicine and are concentrated in the Bangkok metropolis. Among private healthcare facilities there are 258 general and 43 specialized hospitals.

In the metro Bangkok area, there are 5 university hospitals, as well as 22 special institutions and 32 general hospitals. There are also 72 provincial and 680 district hospitals throughout Thailand, in addition to 17 regional referral centres.

### Buyers and Distribution Channels

Physicians' preferences play a major role in medical equipment procurement policy. Generally, senior physicians at individual hospitals specify the type and source of medical devices which they require and submit their preferences to the Regional Hospital Division of the Ministry of Public Health which is responsible for overseeing all purchases.

Price is a critical factor in public hospital purchases.

In large private hospitals procurement procedures are very formalized, with a consultive committee, consisting of a physician, chief medical officer and a representative from the purchasing office, making the final decision. In many cases, the hospitals are contacted directly by the agent/supplier.

In smaller private hospitals, physicians network to find reliable equipment sources and then pass their requirements to a purchasing unit which then sends the request to a local supplier or agent.

Price, financial terms, guarantees, and after-sales service figure prominently in purchasing criteria.