



IIA LATIN AMERICA: *Decision support through strategic research.*

Case Study: Radiopharmacies in Brazil

Background

Multinational European pharmaceutical company required business intelligence on the radiopharmacy market in Brazil. The main objectives were to define the product offerings, identify the principle centers of nuclear medicine and how they function, technology(ies) available, production capacity, the main applications, and pricing to the hospital and patients. The client also needed to understand the limitations, problems, and unsatisfied needs of public and private hospitals regarding this type of service.

How we helped the client

- We proposed a two phase investigation. Firstly, collection of information from secondary sources, like news articles and public documents extracted from Internet and databases discovered in the Brazil MOH, other public entities and public and private hospitals.
- In the second phase, in-depth interviews with suppliers of products and equipment, medical specialists operating the principle centers of nuclear medicine in Brazil, and experts in the “Atomic Energy” Commission regarding development of radiopharmacies.

What we delivered

- Market size (\$); identification of the principle segments by available equipment and technologies; types of radiopharmacies and product utilization (amounts and yields); and pricing to public and private hospitals.
- Maps and descriptions of the overall structure of nuclear medicine radiopharmacies in Brazil.
- Identification of radiopharmacy suppliers in Brazil.
- Schematic of supply chain to the principle hospital centers.
- Conclusions and recommendations for market entry.

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