

HOSPITAL INFRASTRUCTURE INSIGHT THAILAND 2020

Installed Base | Opportunity | Health Personnel
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1,289 Hospitals covered across the country.

With 98% of Thailand's Population Now Having Access to Primary Care Services, the Next Series of Investments could be Around Improving Tertiary Care Services

As of 2019, there were around 1,289 hospitals in Thailand. Around 198 of them are equipped to provide tertiary care services. This number is expected to grow as a majority of private hospitals in the country strive to improve procedural mix and case complexity, to service the incoming flow of medical tourists from the rest of Asia. Aiding this growth are the sweeping set of healthcare reforms the country underwent in the last four years, expanding and strengthening all of its public sector hospitals to bolster their universal health coverage plan. With the per capita spending on Healthcare now standing at a strong \$220, the country is positioned to develop tertiary care systems in the next 3-4 years. This segment of hospitals, providing tertiary care services or those transforming towards providing specialty care, could potentially drive growth in the medical device market in 2020, according to [EMERG's new HospeTrack Hospital Intelligence for Thailand](#).

A pivot chart from this report will quantitatively demonstrate how there is a strong potential for the medical devices market in Thailand. For example, there are currently less than 275 CT machines and 138 MRIs in the country – a device to hospital penetration rate that indicates major growth opportunities for medical device companies. For CT & MRI the penetration in the tertiary care segment specifically is 35% and 50% respectively – another key area of growth, given the country's increasing focus on expanding tertiary care services. The new dataset from EMERG provides such penetration rates for over 20 types of medical devices.



The report provides account-level directional detail on total beds, ICU beds, ORs, ventilators, incubators, etc., along with Anaesthesia Machines, C-Arms, Cath Labs, PET, Nuclear, SPECT, CT, MRI scanners, Ultrasound and X-Ray machines, making it the only source of hospital-level intelligence for medical equipment installed base in Thailand.

Hospital Infrastructure Insight Thailand 2020



This dataset is a valuable tool for any organization that is in the process of optimizing sales targets, estimating market potential or building an account management plan in Thailand.

The report is a craftily designed dataset that provides a graphical summary of the health infrastructure in the country apart from an account-level view of resources, directional information on medical device installed base, hospital demographic and care services. The report commits itself as a tool to understand, visualize, and identify opportunity pockets at the hospital-level for medical devices manufacturers, and digital healthcare companies.

Key medical device companies featured in the dataset include: GE Healthcare, Genoray Co. Ltd., Philips Healthcare, Siemens Healthcare, Toshiba (Canon Medical Systems), Shimadzu Corp, Samsung, Hitachi Medical Systems, WDM, FUJIFILM SonoSite, Arcoma, Fujifilm Medical Systems, Kongsak X-Ray, Carestream Health, Hologic, Medi-Future, Dräger Medical, Ziehm Imaging, Konica Minolta

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