

Comprehensive Evaluation of the Chinese Healthcare Market For a Global Pharmaceutical and Medical Devices Manufacturer

➔ **Client Objective:** A global pharmaceutical and medical device manufacturing company wanted to gain a comprehensive understanding of the Chinese economic, political and social environment and its impact on the health care sector.

➔ **IMRAC's Process Map:** The study involved a comprehensive research on China's political, economic, social and technological environment to provide the client a model to analyze the country's current healthcare system and assess its demographic, social, economic and health related indicators.

