

# China Healthcare

中国· 医疗行业监测

POWELL TATE | WEBER SHANDWICK



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## Healthcare reform is an urgent priority for China !

Neglected despite the years of rapid economic growth, China's public health system now ranks a lowly 144th out of 191 countries, behind a number of poor African nations, according to the WHO. The vast majority of rural and urban poor remain vulnerable and destitute.

The government of Hu Jintao and Wen Jiabao has identified healthcare as a key potential source of social and political instability, if left unattended.

There is a steady stream of newly released or amended policies and regulations that impact the operation of healthcare markets. Are your business decisions based on up-to-date information of these frequent changes ?

With *China Healthcare*, Weber Shandwick, with offices in Beijing, Shanghai and Guangzhou, provides a real time business intelligence system of legislative, regulatory and policy changes that is customized to your business needs.

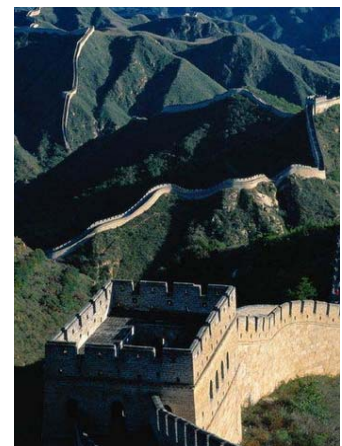
Despite recent history, healthcare in China has huge potential. "Big Pharma" R&D centers are multiplying. The healthcare insurance market is opening in response to WTO commitments. The sector is growing at over 20 percent per year.

Investment decisions anytime inherently entail risk, but in China this risk is magnified as legislative / regulatory frameworks in China are either not yet in place or have large "grey areas" regarding implementation and enforcement.

Policies are being enacted rapidly covering all aspects of healthcare – including funding, pharmaceuticals, medical devices, clinical trials, advertising and marketing, insurance, pricing, and environmental policy. Anti-trust regulation, and anti corruption campaigns are proceeding and establishment of consolidated corporate tax is being considered.

Simply, do you have the in-house systems and teams in place to track, analyze and draw conclusions of these rapid government policy changes ? Do you want to shoulder the overhead this entails ?

*China Healthcare* provides the cost effective solution.



Weber Shandwick's *China Healthcare* is not just an "off the shelf" report that lands on your desk or the inbox. *China Healthcare* has a unique modular format. It is:

- Customized and tailored to **your** key issues and business priorities
- Operating in "real time"
- Interactive
- Flexible to your changing needs and requirements
- Including conclusions and recommendations relevant to your business goals

In addition, real-time "alerts" allow you to exchange views with our experts via meetings or concalls. We work with you to reassess periodically your priorities in line with your changing business needs.

*China Healthcare* becomes your partner with A-grade business intelligence designed to help you make informed, timely decisions in China's swiftly changing marketplace.

Our "deliverables" include:

- **Alerts.** Within 24 hours of a significant announcement related to one of your high priority issues, a report of the facts, with initial analysis and recommendations, will be sent to you.
- **Pol/Leg/Reg/Med Tracker.** This is a monthly synopsis of the policy, legislative and regulatory changes impacting your business. A summary of media commentary of those changes is included. The "**Tracker**" has three sections:
  - A. **Overview** of the Chinese healthcare sector in the past month, with emphasis on developments in your segment - retail, investment, securities, insurance, and so on.
  - B. **Tracking Charts** of your high priority issues. These give a complete but succinct summary of all aspects of the issue – ministries, agencies, personalities, outside groups seeking to influence the legislation, reference documents, the legislative process and next steps. Contentious aspects and conclusions are included. Some example charts are attached. Charts can be distributed separately to the relevant parts of your company / organization managing that issue or business.
  - C. (Optional) Detailed **Research Reports** topics requested by you. These could be related to one aspect of an issue about which you want fuller information, an organization, key influencers, decision-makers or decision-making procedures.
- **Interactive / Feedback.** Contact between the Weber Shandwick team in China with you and your team brings this business intelligence service to life. It is one of the main features that makes *China Healthcare* unique. This is a monthly meeting or conference call where the reports are discussed and future work agreed. China comes closer to you !
- **Your Account Manager.** Moreover, you have a member of our expert team in China assigned as your account manager. No nameless email address or automatic voicemail here !

