

## Global Cardiac Rhythm Management Market: ICDs and Emerging Markets to Drive Growth

**Description:** Market demand, innovative products, government regulations and reimbursement policies are the four factors that have been changing the global healthcare industry continuously. These factors have also influenced the market for specialized medical devices - Cardiac Rhythm Management (CRM), which mainly comprises Implantable Cardiac Rhythm Devices (ICD) and Pacemakers.

ICDs constitute more than 60% of the global CRM market and served as the major growth driver for CRM market. However, in 2006, the market registered a negligible growth following product recalls by leading companies like Medtronic and Guidant/Boston Scientific. Nevertheless the ICDs segment is expected to grow at a satisfactory rate 2008 onwards and specifically in Europe and other emerging countries.

The recall of ICDs by world's top medical device manufacturers – Medtronic and Guidant/Boston Scientific in 2005 became the major reason behind the market slow down during 2006.

On the other hand, the market for pacemakers is heading towards saturation especially in the USA and Europe because of the high penetration rates by population in these regions. Still, in Japan and in other Asian countries like China and India, it holds tremendous potential.

The current report analyzes the CRM market with specific focus on ICDs. In the present study, the growth of ICDs and pacemakers in the last four years has been assessed and the future potential of these markets has been studied. As only three companies – Medtronic, St. Jude and Boston Scientific is defining this market space, these companies have been profiled and their strategies mapped. Further, the report also presents an assessment of the future of the CRM market.

- Contents:**
1. Cardiovascular Diseases: Incidence and Treatment
    - 1.1 Cardiovascular Diseases in United States
    - 1.2 Sudden Cardiac Death (SCD) and Cardiac Rhythm Management
    - 1.3 The MADIT Trial and Medical Reimbursements
  2. Cardiac Rhythm Management Market
  3. Implantable Cardiac Rhythm Devices (ICD) Market
  4. Pacemaker Market
  5. Growth of ICD Market by Geography
  6. Competitive Landscape
    - 6.1 Cardiac Rhythm Management (CRM) Market
    - 6.2 Implantable Cardioverter Defibrillator (ICD) Market
    - 6.3 Pacemaker market
  7. Leading Players
    - 7.1 Medtronic  
Company Profile  
Medtronic - Distribution Methods  
Business Strategies
    - 7.2 Boston Scientific

Company Profile  
Boston Scientific – Distribution Methods  
Business Strategies

7.3 St. Jude Medical

Company Profile  
Business Strategies

8. Outlook

Figures and Tables

Figure 1.1: Cardiovascular disease in the US by demographics

Figure 2.1: Global Cardiac Rhythm Management Market: Market Size and Growth (2003-2006)

Figure 2.2: US Cardiac Rhythm Management (CRM) Market: Market Size and Growth (2003-2010)

Figure 3.1: Global Implantable Cardioverter Defibrillator systems (ICD) Market: Market Size and Growth (2003-2006)

Figure 4.1: Global Pacemaker Market: Market Size and Growth (2004-2006)

Figure 4.2: Pacemakers - Penetration rates: 2006

Figure 5.1: Global ICD market by geography: 2006

Figure 6.1: Global Market Share of Leading CRM Manufacturers: 2004-2009

Figure 6.2: Global Market Share of Leading ICD Manufacturers: 2004-2009

Figure 6.3: Global Market Share of Leading Pacemaker Manufacturers: 2004-2009

Figure 7.1: Medtronic – Sales by operating segment - 2007

Figure 7.2: Boston Scientific: Sales by Segment - 2006

Figure 7.3: St. Jude: Sales by Segment - 2006

Figure 8.1: Global Cardiac Rhythm Management Market Forecast: Market Size and Growth (2007-2010)

Figure 8.2: Global Pacemaker Market Forecast: Market Size and Growth (2007-2009)

Figure 8.3 Global Implantable Cardioverter Defibrillator systems (ICD) Market Forecast: Market Size and Growth (2007-2009)

Ordering: Order Online - <http://www.researchandmarkets.com/reports/571908/>

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,  
Guinness Centre,  
Taylors Lane,  
Dublin 8,  
Ireland.

## Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

<http://www.researchandmarkets.com/contact/>

## Order Information

Please verify that the product information is correct and select the format(s) you require.

Product Name: Global Cardiac Rhythm Management Market: ICDs and Emerging Markets to Drive Growth  
Web Address: <http://www.researchandmarkets.com/reports/571908/>  
Office Code: SCUU8KVF

## Product Formats

Please select the product formats and quantity you require:

	Quantity	
Electronic (PDF) - Single User:	<input type="checkbox"/>	EUR 552
Hard Copy:	<input type="checkbox"/>	EUR 583 + EUR 50 Shipping/Handling
Electronic (PDF) - Enterprisewide:	<input type="checkbox"/>	EUR 899

\* Shipping/Handling is only charged once per order.

## Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr  Mrs  Dr  Miss  Ms  Prof

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \* \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal / Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

\* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)

## Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

Pay by credit card:

American Express

Diners Club

Master Card

Visa

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Expiry Date \_\_\_\_\_ | \_\_\_\_\_

Card Number \_\_\_\_\_

CVV Number \_\_\_\_\_

Issue Date \_\_\_\_\_ | \_\_\_\_\_

(for Diners Club only)

Pay by check:

Please post the check, accompanied by this form, to:

Research and Markets,  
Guinness Center,  
Taylors Lane,  
Dublin 8,  
Ireland.

Pay by wire transfer:

Please transfer funds to:

Account number	833 130 83
Sort code	98-53-30
Swift code	ULSBIE2D
IBAN number	IE78ULSB98533083313083
Bank Address	Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: \_\_\_\_\_

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at <http://www.researchandmarkets.com/info/terms.asp>

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA

+353-1-481-1716 or +353-1-653-1571 - From Rest of World