

# **Bariatric (Obesity) Care Equipment and Surgical Devices Worldwide A Market Strategy Report**

## **Table of Contents**

<b>SECTION 1 - EXECUTIVE SUMMARY</b> .....	<b>24</b>
<b>1.1. Key Takeaways</b> .....	<b>24</b>
<b>1.2. Executive Stats</b> .....	<b>25</b>
<b>1.3. Obesity Care Ecosystem</b> .....	<b>25</b>
<b>1.4. Baritric Care Eqpt - Key Market Parameters (KeyMAP Grid)</b> .....	<b>26</b>
<b>1.5. Baritric Surgery - Key Market Parameters (KeyMAP Grid)</b> .....	<b>27</b>
<b>1.6. Market Drivers and Restraints</b> .....	<b>27</b>
Drivers .....	27
Restraints .....	28
<b>1.7. Segmentation Strategies</b> .....	<b>28</b>
Market Segmentation .....	28
Manufacturer/Supplier Segmentation .....	29
Segmentation by Location of Use .....	30
Patient Segmentation By Weight .....	30
Patient Segmentation By Risk Category .....	30
<b>1.8. Bariatric Care Equipment - Competitive Analysis</b> .....	<b>31</b>
Leading Manufacturers By Size .....	31
<b>1.9. MARKETSTRAT SRCE Framework for Manufacturers</b> .....	<b>32</b>
<b>1.10. MARKETSTRAT Competitive Framework for Manufacturers</b> .....	<b>32</b>
<b>1.11. Recommendations for Manufacturers</b> .....	<b>33</b>
Overview .....	33
Business Development Strategies .....	34
Marketing Strategies .....	34
<b>1.12. World Market Estimates and Forecasts</b> .....	<b>35</b>
Regional Market Definitions .....	35
Worldwide Bariatric Care Eqpt Market By Equipment Type (2004 – 2012) .....	36
Worldwide Bariatric Care Eqpt Market by Site of Use (2004-2012) .....	38

<b>SECTION 2 – MARKET PROJECTIONS BY REGION</b>	<b>40</b>
<b>2.1. Product Definitions</b>	<b>40</b>
<b>2.2. United States Market (2004 – 2012, US \$)</b>	<b>41</b>
Key Market Parameters (KeyMAP Grid)	41
US Bariatric Care Market By Equipment Type (2004-2012)	41
US Bariatric Care Equipment Market by Site of Use (2004-2012)	43
US Bariatric Surgery Market (2004 – 2012)	45
US Bariatric Surgery Procedures (2004 – 2012)	46
US Bariatric Surgery Revenues (2004 – 2012)	47
<b>2.3. French Market (2004 – 2012, US \$)</b>	<b>48</b>
Key Market Parameters (KeyMAP Grid)	48
French Bariatric Care Market By Equipment Type (2004-2012)	48
French Bariatric Care Equipment Market by Site of Use (2004-2012)	51
<b>2.4. German Market (2004 – 2012, US \$)</b>	<b>53</b>
Key Market Parameters (KeyMAP Grid)	53
German Bariatric Care Market By Equipment Type (2004-2012)	53
German Bariatric Care Equipment Market by Site of Use (2004-2012)	56
<b>2.5. Italian Market (2004 – 2012, US \$)</b>	<b>57</b>
Key Market Parameters (KeyMAP Grid)	57
Italian Bariatric Care Market By Equipment Type (2004-2012)	57
Italian Bariatric Care Equipment Market by Site of Use (2004-2012)	61
<b>2.6. UK Market (2004 – 2012, US \$)</b>	<b>62</b>
Key Market Parameters (KeyMAP Grid)	62
UK Bariatric Care Market By Equipment Type (2004-2012)	62
UK Bariatric Care Equipment Market by Site of Use (2004-2012)	65
<b>2.7. Rest of Europe Market (2004 – 2012, US \$)</b>	<b>66</b>
Key Market Parameters (KeyMAP Grid)	66
Rest of Europe Bariatric Care Market By Equipment Type (2004-2012)	66
Rest of Europe Bariatric Care Equipment Market by Site of Use (2004-2012)	70
<b>2.8. Japanese Market (2004 – 2012, US \$)</b>	<b>71</b>
Key Market Parameters (KeyMAP Grid)	71
Japanese Bariatric Care Market By Equipment Type (2004-2012)	71
Japanese Bariatric Care Equipment Market by Site of Use (2004-2012)	74
<b>2.9. Rest of the World (ROW) Market (2004 – 2012, US \$)</b>	<b>75</b>
Key Market Parameters (KeyMAP Grid)	75
ROW Bariatric Care Market By Equipment Type (2004-2012)	75
ROW Bariatric Care Equipment Market by Site of Use (2004-2012)	78

<b>SECTION 3 – BARIATRIC CARE EQUIPMENT</b>	<b>79</b>
<b>3.1. Medical Care for Obese/Bariatric Patients</b>	<b>79</b>
Statistical Overview	79
Providing Optimal Care	80
Bariatric Patient Needs Assessment	82
Health Facility Objectives	83
<b>3.2. Hospital Buy/Rent Decisions for Bariatric Equipment</b>	<b>83</b>
<b>3.3. Bariatric Patient Equipment considerations</b>	<b>85</b>
<b>3.4. Equipment Needs by Hospital Department</b>	<b>86</b>
<b>3.5. Equipment Procurement – Decision Making Process</b>	<b>86</b>
<b>3.6. Bariatric Care Equipment – Market Overview</b>	<b>87</b>
Introduction	87
Product Definitions	89
Total Bariatric Care Eqpt Market By Country/Region (2004-2012)	90
<b>3.7. Patient Lift Systems - Worker Safety Issues Driving Demand</b>	<b>91</b>
Market Review	91
Market Projections by Region (2004 – 2012, US \$)	92
Bariatric Lifts (Fixed)	93
Bariatric Lifts (Portable)	93
<b>3.8. Lateral Transfer Systems – Fastest Growing Segment</b>	<b>94</b>
Market Review	94
Market Projections by Region (2004 – 2012, US \$)	94
Segment Profile	95
<b>3.9. Stretchers/Transport Equipment – Category to Watch</b>	<b>95</b>
Market Review	95
Market Projections by Region (2004 – 2012, US \$)	96
Segment Profile	97
<b>3.10. Bariatric Furniture – Steady Growth</b>	<b>98</b>
Market Review	98
Bariatric Footstools	99
Bariatric Patient Chairs	99
Bariatric Recliners	99
Market Projections by Region (2004 – 2012, US \$)	100
<b>3.11. Beds &amp; Support Surfaces – A Large Market</b>	<b>101</b>
Market Review	101
Surfaces for Pressure Reduction	103
Customer Preferred Performance Requirements	105

Market Projections by Region (2004 – 2012, US \$)-----	107
Product Segment Profile – Bed Surfaces (Low-Air-Loss)-----	108
Product Segment Profile - Bed Surfaces (Alternating Pressure)-----	108
Product Segment Profile - Bariatric Beds-----	109
<b>3.12. Wheelchairs – Large and Growing Market-----</b>	<b>109</b>
Market Review-----	109
Bariatric Manual Wheelchairs Mkt by Region (2004 – 2012, US \$)-----	111
Bariatric Powered Wheelchairs Mkt by Region (2004 – 2012, US \$)-----	112
Product Segment Profile – Manual-----	113
Product Segment Profile - Powered-----	113
<b>3.13. Scales – Weighing in with Innovation-----</b>	<b>114</b>
Market Review-----	114
Bariatric Scales Market by Region (2004 – 2012, US \$)-----	115
Product Profile - Bariatric Bed Scales-----	116
Product Profile - Bariatric Patient Scales-----	116
<b>3.14. Patient Aids-----</b>	<b>116</b>
Market Review-----	116
Bariatric Patient Aids Market by Region (2004 – 2012, US \$)-----	117
Bariatric Canes-----	118
Bariatric Chairs (Over-Toilet)-----	118
Bariatric Chairs (Shower)-----	118
Bariatric Commodes (Portable)-----	118
Bariatric Crutches-----	119
Bariatric Walkers, Standard and Wheeled-----	119
<b>3.15. Operating Tables – Growing Demand for Bariatric Versions-----</b>	<b>119</b>
Market Review-----	119
Bariatric Operating Tables Market by Region (2004 – 2012, US \$)-----	120
Product Segment Profile-----	122
<b>3.16. Bariatric Non-Powered Surgical Instruments-----</b>	<b>122</b>
Market Review-----	122
Bariatric Non-Powered Surgical Instr Mkt (2004 – 2012, US \$)-----	123
Bariatric Retractors (Liver & Surgical)-----	124
Laparoscopic Instruments for Bariatrics-----	124
Bariatric Instrument Trays-----	125
Bariatric Calipers (Manual, Electronic)-----	125
<b>3.17. Other Specialized Bariatric Products-----</b>	<b>125</b>
Market Review-----	125
Bariatric Imaging – An Emerging Market-----	126
Other Specialized Bariatric Equipment Mkt (2004 – 2012, US \$)-----	126
Bariatric Diapers-----	128
Bariatric Gowns-----	128

Bariatric Restraints -----	129
Straps (Retaining)-----	129
Tables (Imaging Nuclear Medicine) -----	129
Tables (Imaging, Radiographic)-----	129
Tables (Imaging, Ultrasound)-----	130
Bariatric Trapeze-----	130
<b>3.18. Hospital/Acute Care Mkt for Bariatric Care Eqpt. -----</b>	<b>130</b>
Market Overview -----	130
Competitive Structure-----	131
Hospital/Acute Care Mkt for Bariatric Care Eqpt (2004-2012)-----	132
Hospitals: Business Environment Update-----	133
<b>3.19. Long-Term Care Market for Bariatric Care Equipment-----</b>	<b>134</b>
Long-Term Care Mkt for Bariatric Care Eqpt (2004-2012) -----	134
<b>3.20. Home Care Market for Bariatric Care Equipment -----</b>	<b>135</b>
Market Overview/Trends -----	135
Competitive Structure-----	136
Home Care Mkt for Bariatric Care Eqpt (2004-2012)-----	137
<b>3.21. Bariatric Medical Equipment – The Next Wave-----</b>	<b>138</b>
<b>3.22. Regulatory Issues -----</b>	<b>139</b>
<b>3.23. Value Chain Strategies -----</b>	<b>139</b>
Sales & Marketing Strategies -----	139
Supply Chain Strategies -----	140
Field Service Operations-----	141
<b>3.24. Medical Device Industry Trends -----</b>	<b>142</b>
Negative-----	142
Positive-----	142
<b>SECTION 4 – BARIATRIC SURGERY -----</b>	<b>143</b>
<b>4.1. Obesity Market -----</b>	<b>143</b>
<b>4.2. United States Bariatric Surgery Market -----</b>	<b>144</b>
US Market Estimates/Forecasts (2004 – 2012)-----	144
<b>4.3. Competitive Overview -----</b>	<b>145</b>
Current Players -----	145
Future Players -----	150
<b>4.4. Bariatric Surgery in the UK -----</b>	<b>150</b>
NHS Surgery -----	150

Private Surgery-----	151
<b>SECTION 5 – PHARMACEUTICAL MANAGEMENT OF OBESITY-----</b>	<b>152</b>
<b>5.1. Weight Loss Medications-----</b>	<b>152</b>
Appetite suppressants-----	152
Lipase inhibitors-----	152
Other Drugs-----	152
<b>5.2. FDA-Approved Prescription Weight-loss Medications-----</b>	<b>153</b>
<b>5.3. Scientific Evidence-----</b>	<b>154</b>
<b>5.4. Market Analysis – Meridia-----</b>	<b>155</b>
Overview-----	155
Meridia – Worldwide Market Estimates/Forecasts to 2009-----	155
<b>5.5. Market Analysis - Xenical-----</b>	<b>156</b>
Overview-----	156
Xenical – Worldwide Market Estimates/Forecasts to 2009-----	156
Pipeline-----	156
<b>SECTION 6 – BARIATRIC CARE SERVICES-----</b>	<b>157</b>
<b>6.1. Bariatric Services Ecosystem-----</b>	<b>157</b>
Bariatric Services Provider Matrix-----	158
Bariatric Services Matrix-----	158
The Players-----	159
<b>SECTION 7 – COMPANY PROFILES-----</b>	<b>160</b>
<b>21st Century Scientific, Inc.-----</b>	<b>160</b>
Key Contact(s)-----	160
BIG BOUNDER H-Frame Wheelchair-----	160
Products-----	160
<b>Access Care-----</b>	<b>161</b>
Management Team-----	161
Overview-----	161
Product Matrix-----	161
<b>Active Healthcare Inc-----</b>	<b>162</b>
Products-----	163
<b>ACTIVEAID, Inc.-----</b>	<b>164</b>
Overview-----	164
Management Team-----	164

Product Matrix -----	164
Bariatric Chair/Commode – Model 720 -----	164
<b>Aesculap Inc., A B Braun Group Co -----</b>	<b>165</b>
Product Matrix -----	165
Brand Names -----	166
Products -----	166
<b>AirPal -----</b>	<b>169</b>
Overview -----	169
Product Matrix -----	169
<b>Allen Medical Systems A Hill-Rom Co -----</b>	<b>169</b>
Bariatric Products -----	170
Brand Names -----	170
Products -----	170
<b>American Bantex Corporation -----</b>	<b>170</b>
Overview -----	171
Product Matrix -----	171
<b>American Institute of Gastric Banding -----</b>	<b>171</b>
Overview -----	171
Management Team -----	171
<b>Amplestuff -----</b>	<b>172</b>
Overview -----	172
Key Contact(s) -----	172
Product Matrix -----	172
Products -----	173
<b>Apex Dynamics Healthcare Products, LLC -----</b>	<b>173</b>
Products -----	173
650 HD Bariatric Patient Lift -----	174
Key Executive(s) -----	174
Brand Names -----	174
<b>ARC Distributors -----</b>	<b>174</b>
Overview -----	174
Bariatric (Obese) Products -----	174
Key Contacts -----	174
Products -----	175
<b>Arjo Inc. -----</b>	<b>175</b>
Management Team -----	176
Overview -----	176
Products/Services Matrix -----	176

Bariatrics/Product Offerings -----	176
Bari-Med Bariatric Bed -----	177
Getinge Business Areas -----	177
Extended Care Business Area -----	177
<b>AryLift, Inc. -----</b>	<b>178</b>
AryCare Units -----	178
Products -----	178
<b>ASI Medical Equipment -----</b>	<b>179</b>
Overview -----	179
Management Team -----	179
Products -----	179
<b>Automated Medical Products Corp. -----</b>	<b>180</b>
Overview -----	180
Strategic Focus -----	180
The Iron Intern® -----	181
Products -----	181
<b>BariatricEating.com -----</b>	<b>181</b>
<b>Berchtold USA -----</b>	<b>182</b>
Overview -----	182
Berchtold GmbH Key Contact(s) -----	182
Berchtold USA Contact(s) -----	182
Product Matrix -----	183
Products List -----	183
Worldwide Locations -----	183
<b>BHM Medical Inc. -----</b>	<b>184</b>
Product Matrix -----	185
Bariatric Lifts -----	185
<b>Burke, Inc. -----</b>	<b>185</b>
Overview -----	186
Tri-Flex II Bed Frame -----	186
Triton -----	186
Management Team -----	186
Products -----	186
<b>Cambridge Technologies -----</b>	<b>186</b>
Overview -----	187
ExpandCare™ Bariatric Bed -----	187
Bariatric Bed Series 4400 -----	187
Bariatric Bed Series 4700 -----	187
CareChair -----	188

Management Team -----	188
Products -----	188
<b>CareTech USA, LLC -----</b>	<b>189</b>
<b>Casters and Parts, Inc. -----</b>	<b>189</b>
<b>ConvaQuip Industries, Inc. -----</b>	<b>189</b>
Overview-----	189
Management Team -----	190
Bariatric Bundle-----	190
Product Matrix -----	190
<b>Cook Surgical -----</b>	<b>191</b>
Overview-----	192
Surgisis® Ablock™ Soft Tissue Graft -----	192
Product Matrix -----	192
<b>Dale Medical Products, Inc.-----</b>	<b>193</b>
Overview-----	193
Management Team -----	194
Product/Application Matrix -----	194
Bariatric Products -----	194
<b>David Scott Company -----</b>	<b>195</b>
Overview-----	195
Products -----	196
<b>Detecto Scale Co Div Cardinal Scale Mfg Co -----</b>	<b>196</b>
Overview-----	197
Bariatric Scales-----	197
Healthcare Market Segment Focus-----	197
Product Matrix -----	197
Management Team -----	198
<b>Ethicon Endo-Surgery, Inc. -----</b>	<b>198</b>
Management Team -----	198
Overview-----	199
Key Strategies -----	199
Minimally Invasive Surgery-----	199
History-----	199
Disease-Procedure Focus -----	200
Product Matrix -----	200
ENDOPATH® Xcel™ Bladeless Trocars -----	202
ENDOPATH® Xcel™ Blunt Tip Trocars -----	202
Bariatric Instruments -----	202

<b>EverMed</b> -----	<b>203</b>
Products -----	203
<b>Gaymar Industries</b> -----	<b>204</b>
Overview -----	204
Management Team -----	205
Product Lines -----	205
Pressure Ulcer Management Products -----	205
Customer Programs -----	205
Sof•Care Advantage Program -----	206
<b>Gendron Inc</b> -----	<b>206</b>
Overview -----	206
Management Team -----	207
Beds -----	207
Product Matrix -----	207
Bariatric Products -----	209
<b>Getinge AB</b> -----	<b>211</b>
Getinge AB Management Team -----	211
Overview -----	212
Strategic Goals -----	212
Business Areas -----	212
Infection Control -----	212
Extended Care -----	213
Medical Systems -----	213
Financial Objectives -----	214
Brands and Products -----	214
<b>Getinge USA, Inc.</b> -----	<b>215</b>
Product Lines -----	215
Bariatric Products -----	215
<b>GF Health Products Inc</b> -----	<b>216</b>
Management team -----	216
Overview -----	216
Facilities -----	217
Product Categories -----	217
Market Segments -----	217
Recent Milestones -----	218
Bariatric Products Matrix -----	218
<b>Golden Technologies, Inc.</b> -----	<b>220</b>
Overview -----	220
Management Team -----	220
Product Matrix -----	221

<b>Hill-Rom Co Inc</b> .....	<b>221</b>
Overview .....	221
Elements of Strategy .....	222
Field Operations .....	222
Acquisitions .....	223
Contracts .....	223
Operating Structure .....	223
Competition .....	223
Strategic Initiatives .....	224
Hill-Rom Sales .....	224
Products, Services and Solutions .....	225
Beds .....	225
Bariatric Care Products .....	225
UK Operations .....	228
Bariatric Care Programs and Solutions .....	228
Assist™ Program for Caregivers .....	228
Ergonomics Solutions .....	228
OnSchedule Rental Service .....	229
Other Hill-Rom Locations .....	229
<b>Horcher Lifting Systems</b> .....	<b>229</b>
Overview .....	230
Management Team .....	230
Product Matrix .....	230
<b>HoverTech International</b> .....	<b>231</b>
Overview .....	231
Management Team .....	232
HoverMatt® Air Transfer Mattress .....	232
HoverMaxx™ Transfer System .....	232
HoverJack™ .....	232
<b>Huntleigh Healthcare Ltd</b> .....	<b>232</b>
Management Team - UK .....	233
Management Team - USA .....	233
Overview .....	233
Product Lines .....	233
Beds Product Line .....	234
Sales .....	234
Strategic Initiatives .....	234
Bariatric Patient Management - Contoura® 1080 .....	235
Acute Care Hoists - PORTA™ 180 and 250 Series .....	235
Home Care Hoists .....	235
PORTA™ Slings .....	235
Other Huntleigh Locations .....	236
<b>INAMED Health</b> .....	<b>236</b>

Overview-----	236
Business Areas -----	236
Company Growth Drivers-----	237
LAP-BAND Market Development Strategies -----	238
Management Team -----	238
History-----	238
Obesity Intervention-----	238
The BioEnterics® Method -----	239
Bariatric Practice Support -----	239
Sales & Marketing -----	240
Competition-----	240
Financials -----	241
Reimbursement-----	241
<b>Invacare Corp. -----</b>	<b>241</b>
Management Team -----	241
Overview-----	242
Company Focus/Strategy-----	242
Product Line Matrix -----	243
Beds and Bed-related Products -----	243
Acquisitions -----	244
Bariatric Products and Programs -----	245
Markets for Invacare -----	246
Marketing and Distribution-----	246
Financials -----	247
<b>iVOW, inc. -----</b>	<b>247</b>
Overview-----	248
Management Team -----	248
Revenues-----	248
Laparoscopic Bariatric Surgical (LBS) Preceptorship Program -----	248
Business Model -----	249
Growth Drivers for iVOW, Inc. -----	249
iVOV Strategy -----	249
<b>KARL STORZ GmbH &amp; Co. KG -----</b>	<b>249</b>
Overview-----	250
Production Facilities-----	250
Product Line by Specialty -----	250
Bariatrics-----	251
Arthroscopy and Sports Medicine-----	251
<b>Karl Storz Endoscopy Canada Ltd -----</b>	<b>252</b>
Overview-----	252
Management Team -----	252
<b>Karl Storz Endoscopy-America Inc -----</b>	<b>253</b>

Overview-----	253
Management Team -----	253
<b>Kendall Division Tyco Healthcare -----</b>	<b>254</b>
Overview-----	254
Kendall Management Team-----	254
Kendall-LTP-----	254
Kendall-LTP Product Matrix-----	255
Kendall OEM Products -----	255
<b>Tyco Healthcare Group -----</b>	<b>256</b>
Tyco Healthcare Facts -----	256
Tyco Healthcare Operating Companies -----	257
<b>Kimberly-Clark Health Care -----</b>	<b>258</b>
Overview-----	258
Management Team -----	258
Product Matrix -----	258
Worldwide Locations -----	260
Product Listing -----	262
<b>KCI International Inc -----</b>	<b>263</b>
Management Team -----	263
Overview-----	263
Care Areas/Product Line Matrix-----	264
Wound Treatment and Prevention-----	264
Wound Healing and Tissue Repair-----	265
Pulmonary Complications Treatment in the ICU -----	265
Customers and Key Relationships-----	265
International Division -----	266
Field Operations -----	266
Competition-----	266
Sales -----	267
2005 Financials Update-----	267
Bariatric Care Overview -----	268
Bariatric Product Matrix -----	268
Other KCI Locations -----	269
<b>King Medical Supply -----</b>	<b>270</b>
Bariatric Products -----	270
<b>Liko AB-----</b>	<b>270</b>
Liko Inc. (USA)-----	271
Overview-----	271
Management Team -----	271
Solutions Matrix -----	271
Product Matrix -----	272

Ceiling Mounted Ultra Twin Bariatric Lift System-----	272
Ultra Twin FreeSpan Bariatric Lift System-----	272
Take Hold Injury Reduction Program -----	272
<b>Medcare Products -----</b>	<b>273</b>
Overview-----	273
Product Matrix -----	273
Management Team -----	273
<b>Medical Positioning, Inc.-----</b>	<b>274</b>
Overview-----	274
Product Matrix -----	274
Management Team -----	275
<b>Mediflex® Surgical Products -----</b>	<b>275</b>
Overview-----	275
Table Mounted Systems - Product Matrix -----	276
Laparoscopic Specialty Products Matrix -----	276
Bariatric Procedure System -----	276
Management Team -----	277
Product Listing -----	277
<b>Medline Industries, Inc.-----</b>	<b>278</b>
Overview-----	278
Management Team -----	278
Competitive Edge -----	279
Product Matrix -----	279
Bariatric Products-----	279
CDS – Complete Delivery System -----	280
Supply Chain Cost Management Programs-----	280
Medline Supply Distribution Solutions-----	280
Other Programs -----	280
<b>Mellen Air Manufacturing, Inc.-----</b>	<b>281</b>
Overview-----	281
Product Matrix -----	282
Management Team -----	282
<b>Millennium Medical Products -----</b>	<b>282</b>
<b>Mölnlycke Health Care AB-----</b>	<b>282</b>
Overview-----	283
Management Team -----	283
Recent Business Performance-----	283
Sales -----	284
Surgical Business Area -----	284
Wound Care Business Area -----	285

<b>Mölnlycke Health Care USA</b> -----	<b>285</b>
US Management Team-----	285
Products -----	286
<b>Nemschoff</b> -----	<b>286</b>
Overview-----	287
Management Team -----	287
Product Categories-----	287
<b>Neuropedic, Inc.</b> -----	<b>288</b>
Overview-----	288
Support Surfaces -----	288
Mattresses-----	288
Electric Hi-Lo Rehab Beds-----	288
Electric Adjustable Beds-----	288
Management Team -----	289
Product Listing -----	289
<b>New Care Therapies</b> -----	<b>289</b>
Overview -----	289
Bariatric Products -----	289
<b>Novartis Medical Nutrition</b> -----	<b>291</b>
Overview-----	291
Key Contact(s) -----	291
OPTIFAST® -----	292
<b>Olympus Corporation</b> -----	<b>292</b>
Overview-----	293
Medical Org Structure -----	293
Management Team -----	293
Surgical Product Matrix -----	293
Bariatric Surgery -----	294
Telescopes for Bariatric Surgery -----	294
Operating Telescopes for Bariatric Surgery -----	294
Videolaparoscopes for Bariatric Surgery -----	294
HF-Electrodes for Bariatric Surgery -----	294
Hand Instruments for Bariatric Surgery -----	295
EndoALPHA EndoSurgery System-----	295
VISERA Imaging System -----	295
Arthroscopy-----	296
<b>Olympus Surgical &amp; Industrial America Inc</b> -----	<b>296</b>
Overview-----	297
Management Team -----	297
Olympus Surgical Complete Product Listing-----	297

<b>KeyMed (Medical &amp; Industrial Equipment) Ltd</b> -----	<b>299</b>
Overview-----	299
KeyMed Complete Product Listing -----	300
<b>Olympus (Europa) GmbH</b> -----	<b>300</b>
Overview-----	300
Management Team -----	301
<b>Olympus Singapore Pte Ltd</b> -----	<b>301</b>
Overview-----	301
Management Team -----	301
<b>Olympus Winter &amp; IBE GmbH</b> -----	<b>301</b>
Overview-----	301
Management Team -----	301
Other Group Companies -----	302
<b>Omni-Tract® Surgical</b> -----	<b>302</b>
Overview-----	302
Key Products -----	303
Product Matrix By Specialty-----	303
Bariatric Products-----	303
Management Team -----	304
<b>PARE SURGICAL, INC.</b> -----	<b>304</b>
Overview-----	304
Quik-Stitch Endoscopic Suturing System-----	304
Key Contact(s) -----	304
<b>Pegasus Egerton Ltd</b> -----	<b>305</b>
Overview-----	305
Management Team - UK -----	305
Pressure Ulcer Prevention Products-----	305
Pressure Ulcer Treatment Products -----	306
Mattresses-----	306
Seating Systems-----	306
Bed Frames -----	306
Patient Warming -----	306
<b>Pegasus Airwave Inc</b> -----	<b>306</b>
Management Team -----	306
Overview-----	307
The FirstWave® Series 1000 Bariatric Foam Mattress -----	307
TRANQUIL CARE® Bariatric Mattress-----	307
<b>Precision Optics Corporation</b> -----	<b>308</b>
Overview-----	308

Endoscopy -----	308
Key Contact(s) -----	308
Series 2050 10MM Bariatric Scope -----	308
Endoscopes -----	309
<b>Pride Mobility Products Corp. -----</b>	<b>309</b>
Overview -----	309
Product Matrix -----	309
Management Team -----	310
Jazzy® Bariatric Power Chairs -----	310
Pride Bariatric Scooters -----	310
Products Listing -----	311
<b>Rehab Seating Systems, Inc. -----</b>	<b>311</b>
Overview -----	311
Market Drivers -----	311
Management Team -----	312
Bariatric Seating Solutions Matrix -----	312
Ascender™ Chairs -----	312
<b>RemedyMD®, Inc. -----</b>	<b>312</b>
Overview -----	312
Management Team -----	313
BariEMR™ -----	313
OutcomeTrack™ -----	313
HouseCall™ -----	314
<b>Sammons Preston Rolyan -----</b>	<b>314</b>
Overview -----	314
Bariatric Product Matrix -----	315
<b>Patterson Medical -----</b>	<b>316</b>
Overview -----	316
Divisional Matrix -----	317
Business Review -----	317
Growth Drivers -----	317
International Operations -----	318
Patterson Medical’s Strategy -----	318
Product Matrix -----	318
Sales and Marketing -----	319
<b>Patterson Companies, Inc. -----</b>	<b>319</b>
Management Team -----	319
Overview -----	320
<b>Savion Industries Ltd. -----</b>	<b>321</b>
Overview -----	321

Products -----	321
BARIATRIC CARE BED - Model HLF 574-----	321
Management Team -----	322
Products Listing-----	322
<b>Scale-Tronix, Inc.-----</b>	<b>322</b>
Overview-----	322
Product Matrix -----	323
Bariatric Stand-On Scales -----	323
6772 Adjustable Bariatric Wheelchair Scale -----	323
Management Team -----	324
<b>SenTech Medical Systems, Inc.-----</b>	<b>324</b>
Overview-----	324
Product Matrix -----	324
Bariatric Therapy -----	325
<b>SIZEWise Rentals, L.L.C.-----</b>	<b>325</b>
Overview-----	325
Bariatric Products-----	325
<b>Skytron Div. The KMW Group-----</b>	<b>327</b>
Overview-----	327
Products -----	327
Hercules 6700B Bariatric Operating Table -----	327
UltraSlide 3600B Bariatric Operating Table-----	328
Management Team -----	328
<b>SMT Health Systems, Inc.-----</b>	<b>328</b>
Overview-----	328
Product Matrix -----	328
Bariatric Care Products -----	329
Management Team -----	330
<b>SOLOS Endoscopy, Inc.-----</b>	<b>330</b>
Overview-----	330
Instrument Handles -----	330
Product Matrix -----	331
Management Team -----	331
<b>Spectrum Medical, Inc.-----</b>	<b>331</b>
History-----	332
Product Lines -----	332
Bariatric Equipment-----	332
<b>SR Instruments-----</b>	<b>333</b>
Overview-----	333

Product Matrix -----	333
Bariatric Scales-----	333
Veterinary Scales -----	334
Management Team -----	334
<b>Sten+Barr Medical -----</b>	<b>334</b>
Overview-----	335
Management Team -----	335
Product Matrix -----	335
Obesity Care Products -----	336
Medical Services-----	337
Network Solutions -----	337
Respiratory Services-----	337
Bariatrics Clinical Services-----	337
<b>STERIS Corporation -----</b>	<b>337</b>
Overview-----	338
Competitive Factors -----	338
Management Team -----	339
Business Areas -----	339
Healthcare Business -----	339
Healthcare Solutions Matrix -----	340
Healthcare Products Matrix -----	344
Amsco® 3080/3085 SP™ Bariatric Table Extensions -----	345
Amsco® 3080/3085 SP™ Bariatric Foot Extension-----	345
Amsco® 3080/3085 SP™ Bariatric Orthopedic Extension -----	345
Financials -----	346
<b>Stretchair Patient Transfer Systems, Inc.-----</b>	<b>346</b>
MC675CL Stretchair® Bariatric Chair-----	347
MC1000P Stretchair® -----	347
Management Team -----	347
<b>Stryker Endoscopy Div Stryker Corp -----</b>	<b>347</b>
Overview-----	347
Bariatric Laparoscopes-----	348
Bariatric Chair with Arms -----	348
MX-PRO® Bariatric Transport Ambulance Cot-----	348
Management Team -----	348
Product Matrix -----	348
<b>Stryker Corp -----</b>	<b>349</b>
Management Team -----	350
Overview-----	350
Recent Acquisitions -----	350
3-yr Sales Figures-----	351
Arthroscopy-----	351

Sports Medicine-----	352
Hospital Beds and Stretchers-----	353
Beds-----	353
Competition-----	353
<b>Stryker Bertec-----</b>	<b>354</b>
Products -----	354
Stryker Subsidiaries -----	355
<b>Sunrise Medical-----</b>	<b>356</b>
Overview-----	357
Management Team -----	357
Lines of Business -----	357
Product Matrix -----	358
Bariatric Products -----	358
<b>Synovis Surgical Innovations -----</b>	<b>359</b>
Overview-----	359
Management Team -----	359
Product Matrix -----	360
Peri-Strips Dry® Bariatric Offerings -----	360
Financials -----	361
Surgical Business – Marketing Strategies-----	361
<b>TFI Healthcare-----</b>	<b>362</b>
Key Contact(s) -----	362
Products Listing-----	362
<b>Roho Group-----</b>	<b>363</b>
Overview-----	363
Bariatric Care Products -----	363
Roho Medical Products-----	364
Management Team -----	364
<b>Thompson Surgical Instruments, Inc. -----</b>	<b>365</b>
Overview-----	365
Surgical Specialties-----	365
Products for Bariatric Laparoscopic Surgery-----	365
<b>Transfer Master Products, Inc. -----</b>	<b>366</b>
Overview-----	366
Key Contact(s) -----	366
<b>TRUMPF KREUZER Medizin Systeme GmbH + CO. KG-----</b>	<b>366</b>
Overview-----	366
<b>TRUMPF Medical Systems, Inc. -----</b>	<b>367</b>

Product Matrix -----	367
TITAN Bariatric Mobile Operating Table -----	367
JUPITER Operating Table System -----	368
<b>The TRUMPF Group-----</b>	<b>368</b>
Business Segments -----	368
Machine tools Companies -----	368
Laser Technology Companies -----	368
Power Tools Company-----	369
Electronics and Medical Technology -----	369
<b>Tuffcare, Inc. -----</b>	<b>369</b>
Overview-----	369
Brands -----	369
Products Listing -----	370
<b>Universal Hospital Services, Inc.-----</b>	<b>370</b>
Overview-----	370
Business Segments -----	371
Programs -----	371
Management Team -----	371
Bariatric Equipment-----	371
Medical Equipment Outsourcing -----	372
Financials -----	372
Equipment Inventory Management -----	372
Competitive Features-----	373
<b>Vancare Incorporated-----</b>	<b>373</b>
Overview-----	373
VANDER-LIFT™ 600 Bariatric Lift -----	374
VANDER-TRACK™II 600 & 800 -----	374
<b>Wheelchairs of Kansas -----</b>	<b>374</b>
Products -----	374
Management Team -----	375
<b>Wy'East Medical Corporation-----</b>	<b>375</b>
Overview-----	375
Management Team -----	376
Lateral Transfer Systems -----	376
Vertical Transfer Systems -----	376
Ceiling Track Systems -----	376
Slings/Ergonomics-----	376
<b>SECTION 8 – OBESITY STATISTICS-----</b>	<b>377</b>
<b>8.1. Obesity Facts -----</b>	<b>377</b>

<b>8.2. Obesity / Overweight Population Projections</b>	<b>378</b>
<b>8.3. WHO Stats and Global Trends</b>	<b>379</b>
<b>8.4. National Institutes of Health Statistics</b>	<b>379</b>
Overview	379
Body Mass Index Table	381
Prevalence statistics related to overweight and obesity	382
Obesity by Education Level	385
<b>8.5. Bariatric Surgery</b>	<b>386</b>
Bariatric Centers of Excellence (COE)	386
Bariatric Surgeon/Facility Criteria	386
ASBS Corporate Council Members	390
Types of Bariatric Surgery	391
Candidates for Surgery	391
Surgery and Weight Loss	391
Restrictive Operations	392
Laparoscopic Bariatric Surgery	393
Bariatric Surgery for Adolescents	394
Medical Costs	394
Longitudinal Assessment of Bariatric Surgery	394
<b>8.5. Reimbursement</b>	<b>396</b>
Medicare Coverage for Bariatric Surgery	396
Private Payers	397
<b>SECTION 9 - RESEARCH METHODOLOGY</b>	<b>398</b>
<b>9.1. Purpose of the Report</b>	<b>398</b>
<b>9.2. Target Audience</b>	<b>398</b>
<b>9.3. Market Segmentation</b>	<b>398</b>
<b>9.4. Scope and Definition</b>	<b>399</b>
<b>9.5. Geographic Coverage</b>	<b>400</b>
<b>9.6. Research Methodology</b>	<b>400</b>
Data Collection - Primary Research	400
Data Collection - Secondary Research	401
Analysis and Interpretation	401
Data Presentation	401
Value Chain Research	401
Data Reliability and Limitations	402

<b>9.7. Marketstrat Analytical Framework</b>	<b>402</b>
<b>9.8. Industry Trends</b>	<b>403</b>
<b>9.9. Company Analysis</b>	<b>403</b>
<b>9.10. Project Approach</b>	<b>403</b>
<b>9.11. Additional Resouces</b>	<b>404</b>

## List of Market Data Tables

1. Worldwide Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
2. Worldwide Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
3. US Bariatric Surgery Procedures (Thousands, 2004 – 2012)
4. US Bariatric Surgery Revenues (\$, 2004 – 2012)
5. US Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
6. US Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
7. US Bariatric Surgery Procedures (Thousands, 2004 – 2012)
8. US Bariatric Surgery Revenues (\$, 2004 – 2012)
9. French Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
10. French Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
11. German Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
12. German Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
13. Italian Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
14. Italian Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
15. Rest of Europe (ROEU) Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
16. Rest of Europe (ROEU) Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
17. Japanese Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
18. Japanese Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
19. Rest of the World (ROW) Bariatric Care Equipment Market By Type (\$ Mill, 2004 – 2012)
20. Rest of the World (ROW) Bariatric Care Equipment Market By Site of Use (\$ Mill, 2004 – 2012)
21. Total Bariatric Care Equipment Market by Country/Region (\$, 2004 – 2012)
22. Acute Care/Hospitals Market for Bariatric Care Equipment Worldwide (\$ Million, 2004-2012)
23. Long-Term Care Market for Bariatric Care Equipment Worldwide (\$ Million, 2004-2012)
24. Home Care Market for Bariatric Care Equipment Worldwide (\$UMillion, 2004-2012)
25. Bariatric Lift Systems Market by Country/Region (\$, 2004 – 2012)
26. Powered Wheelchairs Market by Country/Region (\$, 2004 – 2012)
27. Manual Wheelchairs Market by Country/Region (\$, 2004 – 2012)
28. Beds & Support Surfaces Market by Country/Region (\$, 2004 – 2012)
29. Lateral Transfer Systems Market by Country/Region (\$, 2004 – 2012)
30. Patient Aids Market by Country/Region (\$, 2004 – 2012)
31. Patient Scales Market by Country/Region (\$, 2004 – 2012)
32. Bariatric Stretchers Market by Country/Region (\$, 2004 – 2012)
33. Bariatric Furniture Market by Country/Region (\$, 2004 – 2012)
34. Bariatric Operating Tables Market by Country/Region (\$, 2004 – 2012)
35. Bariatric Non-Powered Surgical Instruments Market by Country/Region (\$, 2004 – 2012)
36. Market for Other Specialized Bariatric Products by Country/Region (\$, 2004 – 2012)
37. Worldwide Market Projections for Xenical (\$, 2004 – 2012)
38. Worldwide Market Projections for Meridia (\$, 2004 – 2012)