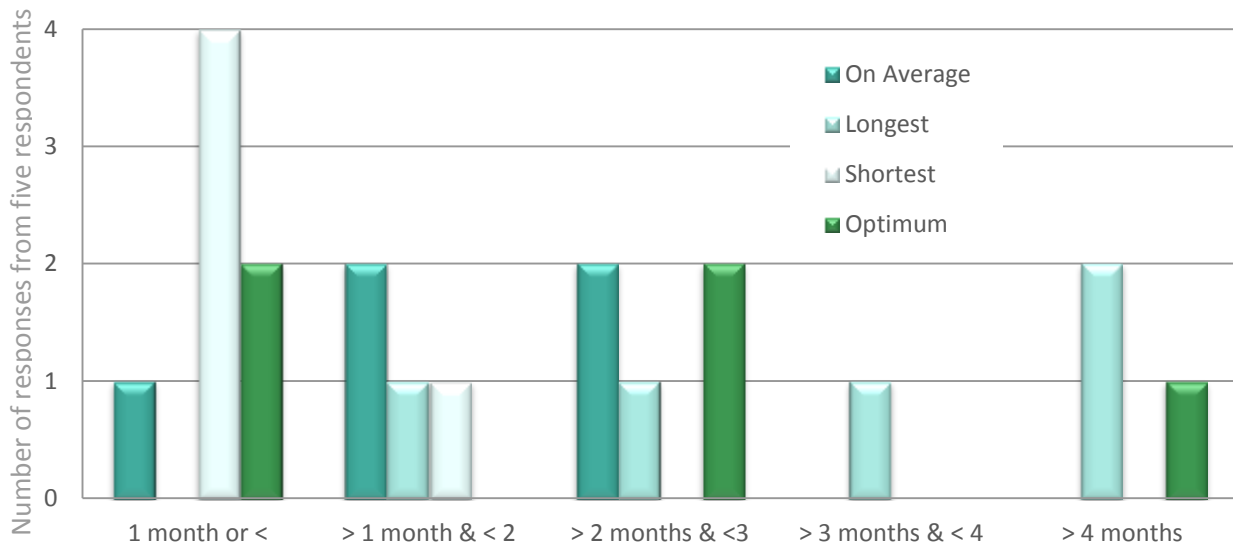


WMC European Innovation Survey 2014 - Excerpt 2

UK formulary decision makers' perceptions of periods between presentation & evaluation of innovative wound care products



On average the period between presentation of an innovative product and it being evaluated ranged from < 1 month to > 2 month & < 3 months.

During the previous 12 months, the longest period between presentation & evaluation ranged from 2 months to 2 years. Giving a mean of 8 months.

During the previous 12 months, the shortest period between presentation & evaluation ranged from 1 day to > 1 month & < 2 months.

The optimum period in which a promising innovative healthcare product should be evaluated ranged from 1 month to 6 months.

With Wound Market Consulting's Market Research Network of Clinicians across Europe and N.America we can help you decipher the real opportunities for and barriers to adoption of your product.