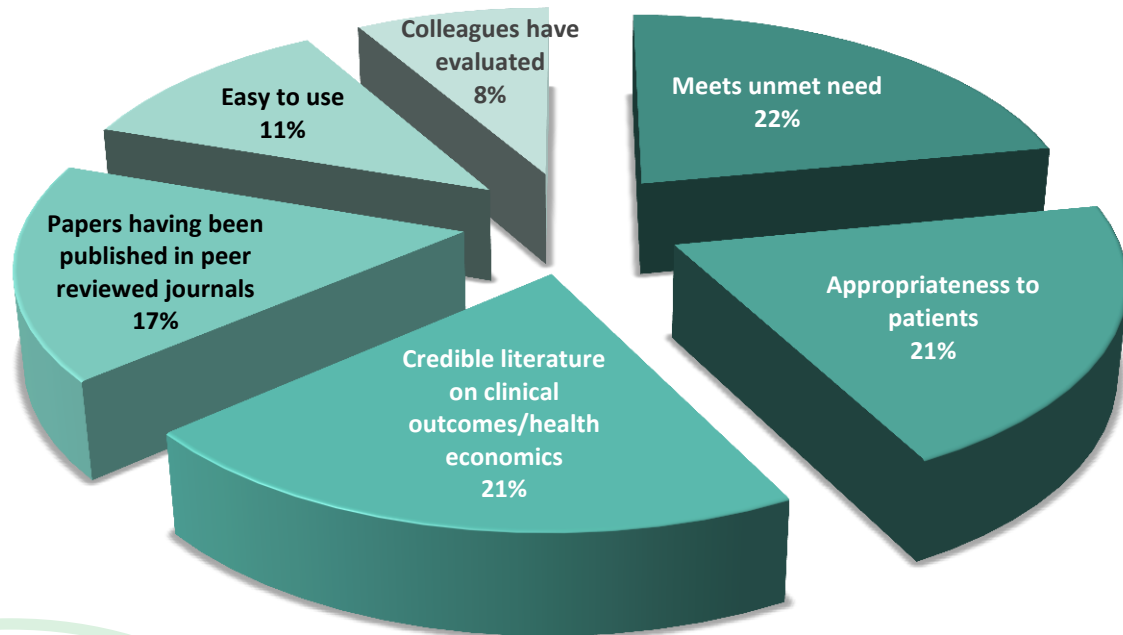


WMC European Innovation Survey 2014 - Excerpt 3

Factors that influence UK clinical formulary decision makers choices whether to evaluate innovative wound care products



Those interviewed were asked to rank in order of importance the influence that the above factors have on their decision whether to evaluate an innovative wound care product or not...

Publications over Peers - 38% of the ranked responses showed publications &/or credible literature to be of importance in deciding whether to evaluate or not, whereas only 8% of responses were allocated to colleagues having previously evaluated the product.

Needs over Ease – 43% of rankings were allocated to the importance of products meeting unmet needs &/or being appropriate to the patients in the interviewees clinical area, as opposed to only 11% being allocated to a products ease of use.

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.