



Inside China's MedTech Market

*Market Access, Regulation
and Innovation*

June 26, 2025

[WATCH NOW](#)



Your speakers



Jacky Deng

*Vice President,
Commercial Operations
Service, Greater China,
Medtronic*



Yuran Chen

*Managing Director
of China,
Atos Medical,
a Coloplast business*



Zhen Nie

*Head of Med Devices,
Global Consulting,
IQVIA MedTech*



Nancy (Shuhuai) Jin

*Engagement Manager,
Management Consulting,
IQVIA China*



Agenda

- + **A high-level view of the China market** – Zhen Nie
- + **Why invest in China** – Jacky Deng
- + **5 learnings on China market access** – Yuran Chen
- + **Looking ahead and leveraging the drive for innovation** – Nancy (Shuhuai) Jin
- + **Closing thoughts** – Zhen Nie
- + **Q&A**



A high-level view of the China market

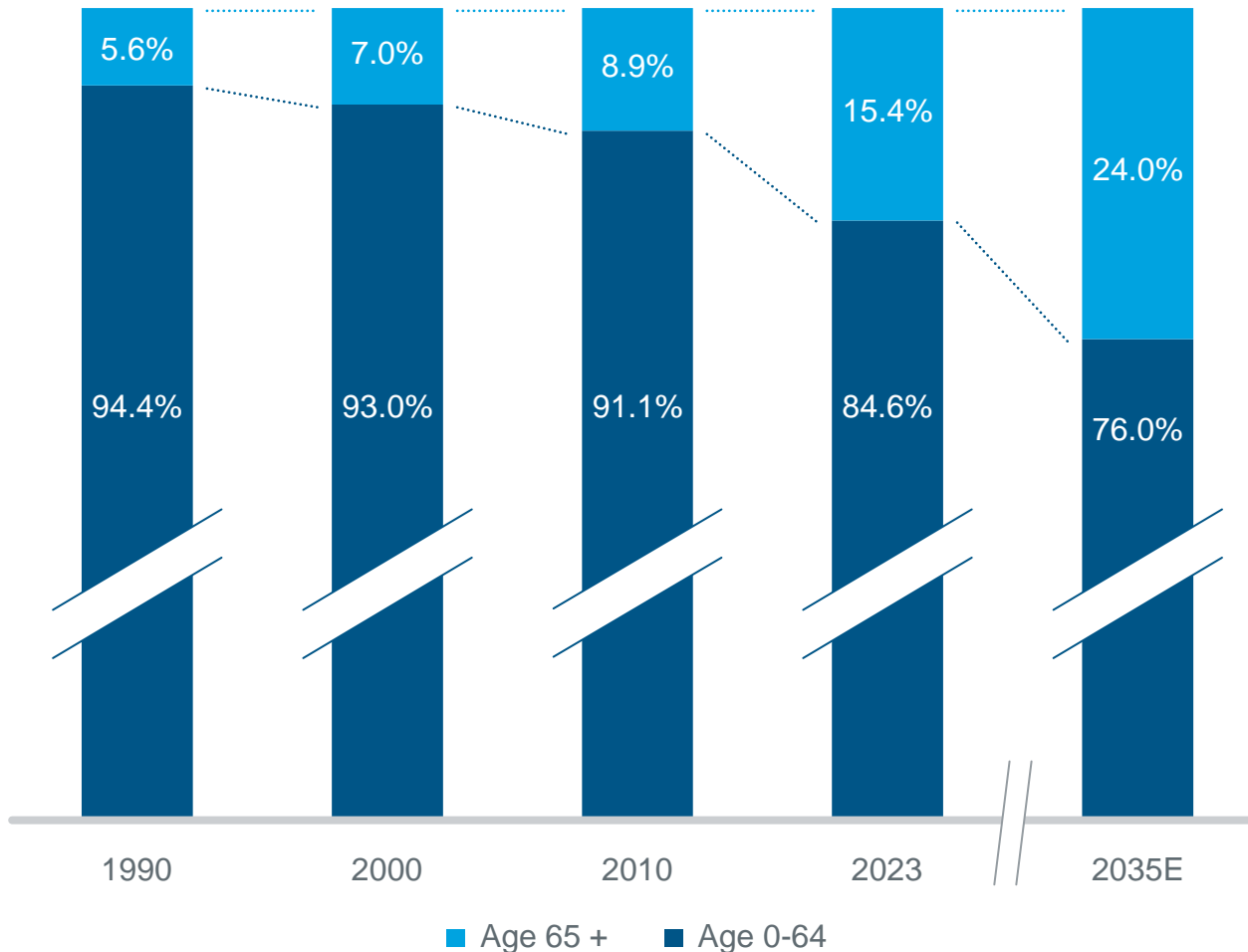


Zhen Nie

*Head of Med Devices, Global Consulting,
IQVIA MedTech*



Accelerating aging population will put greater pressure on the fund in future

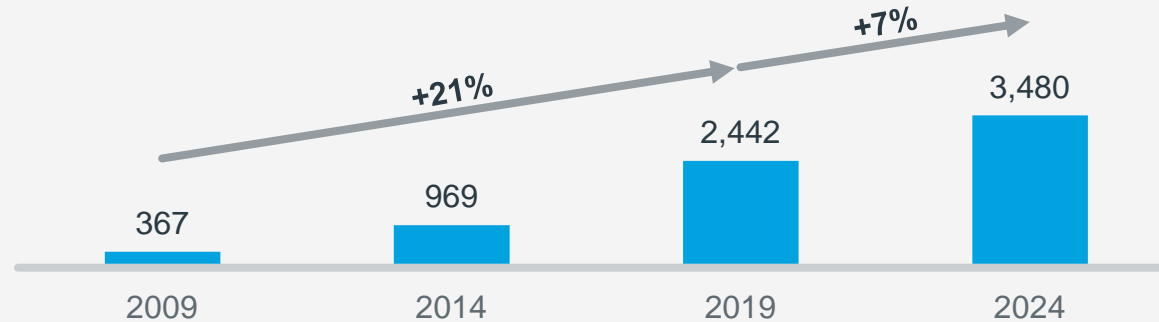


- The proportion of **population above 65 years old** is estimated to grow rapidly from 15%(2023) to **24%(2035)**, driven by the growing old people and declining new-born
- The people over 65yr old is estimated to reach **300mn by 2035**

There are mounting financial pressures on China's public medical insurance

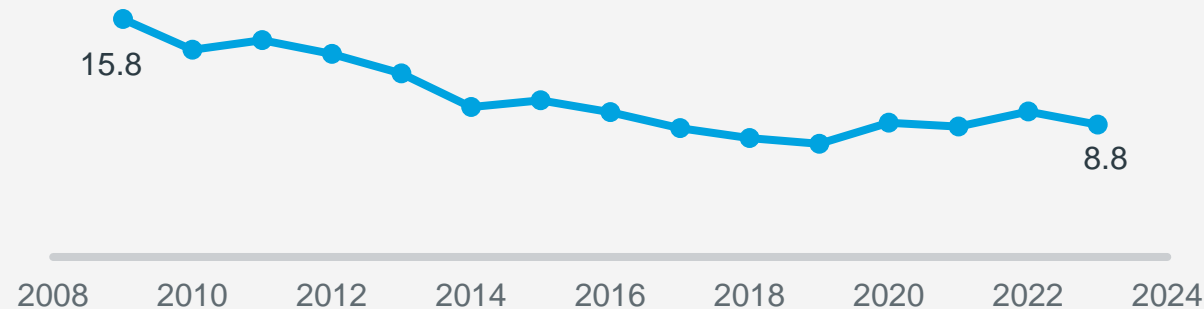
Funding sustainability is reported to have become challenging post COVID

Growth rate of BMI¹ (Mn RMB, %)



- The **income growth** of China's medical insurance fund is **lower than** that before COVID
- The **number of insured people has dropped** by ~30 million since 2020 due to economic downturn

Payable months for BMI of urban and rural residents



- **Funding surplus** of the residents is almost **flat** in 2023 and the **payable month declined greatly** since 2009
- 14 of 31 provinces show deficit of the current surplus of residents' medical insurance in 2023

Note: 1. BMI = Basic Medical Insurance

The Chinese government is dedicated to enhancing the healthcare system, with strict regulations on the pricing and clinical use of medical products

Health Reform in China released by State Council (PRC) has derived a series of policies to regulate price system

KEY POLICY	IMPACT AND DESCRIPTION
1 Price linkage via c-code and sunshine platform	Unification of national in-hospital prices, also, an alternative way to control prices
2 Medical insurance cost control (incl. DRGs/DIP)	Strict limitation on inpatients' expenses, bringing reductions in consumables and tests
3 Adjustment of service/ Procedure cost	Forcing hospitals to renegotiate for lower hospital listing prices
4 Volume-based procurement (VBP)	Most straightforward & effective means of hospital listing price controls by NHSA

China trade developments and disputes with the U.S and EU



US – De-escalation

May 12, 2025:

Temporary 90-day deal reduces tariffs:

- U.S. lowers tariffs on Chinese imports from 145% → 30%
- China cuts tariffs on U.S. goods from 125% → 10%

June 10, 2025:

Preliminary agreement outlined (pending final approval):

- China to maintain a 10% tariff on U.S. imports
- U.S. keeps a 30% blanket tariff, plus 25% on sensitive sectors (e.g. semiconductors, EVs, medical equipment)



EU – Escalation

June 20, 2025:

New EU action announced:

- EU to exclude Chinese firms from public procurement of medical devices over €5 million
- Based on findings that 87% of China's MedTech contracts involve discriminatory practices against EU companies
- EU remains open to dialogue with China to resolve the dispute



Why invest in China



Jacky Deng

*Vice President, Commercial Operations Service,
Greater China, Medtronic*



Key assumptions for the global and China market dynamics heading towards 2050

- 1 Collaboration is an inevitable path for the U.S and China
although competition and conflicts (e.g. tariff disputes) will also exist
- 2 Geopolitics conflicts in other territories (e.g. Middle East)
are likely to be further intensified
increasing business risks
- 3 Developing markets will surpass developed markets
sometime in the mid 2040s
- 4 China is transforming to be stable, safe and driving growth
from export to consumption driven growth mode, and heading
to be the global #1 economy
- 5 China will leverage its engineer and AI/robotic expertise
to mitigate the risk of high-tech embargos and labor force shortages

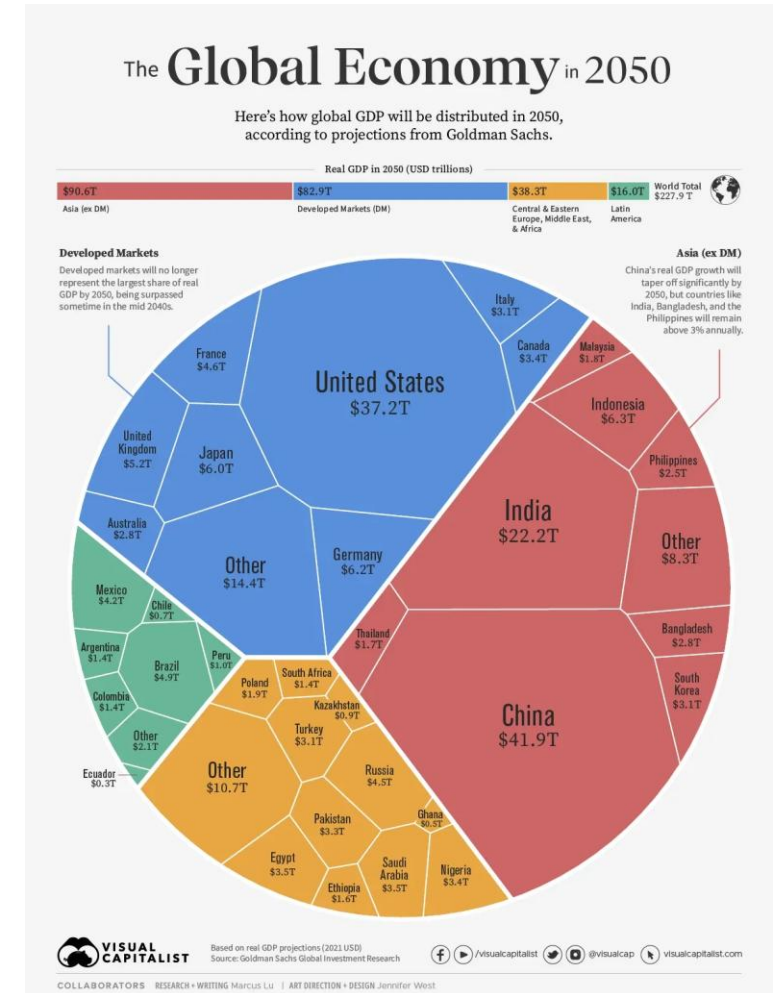
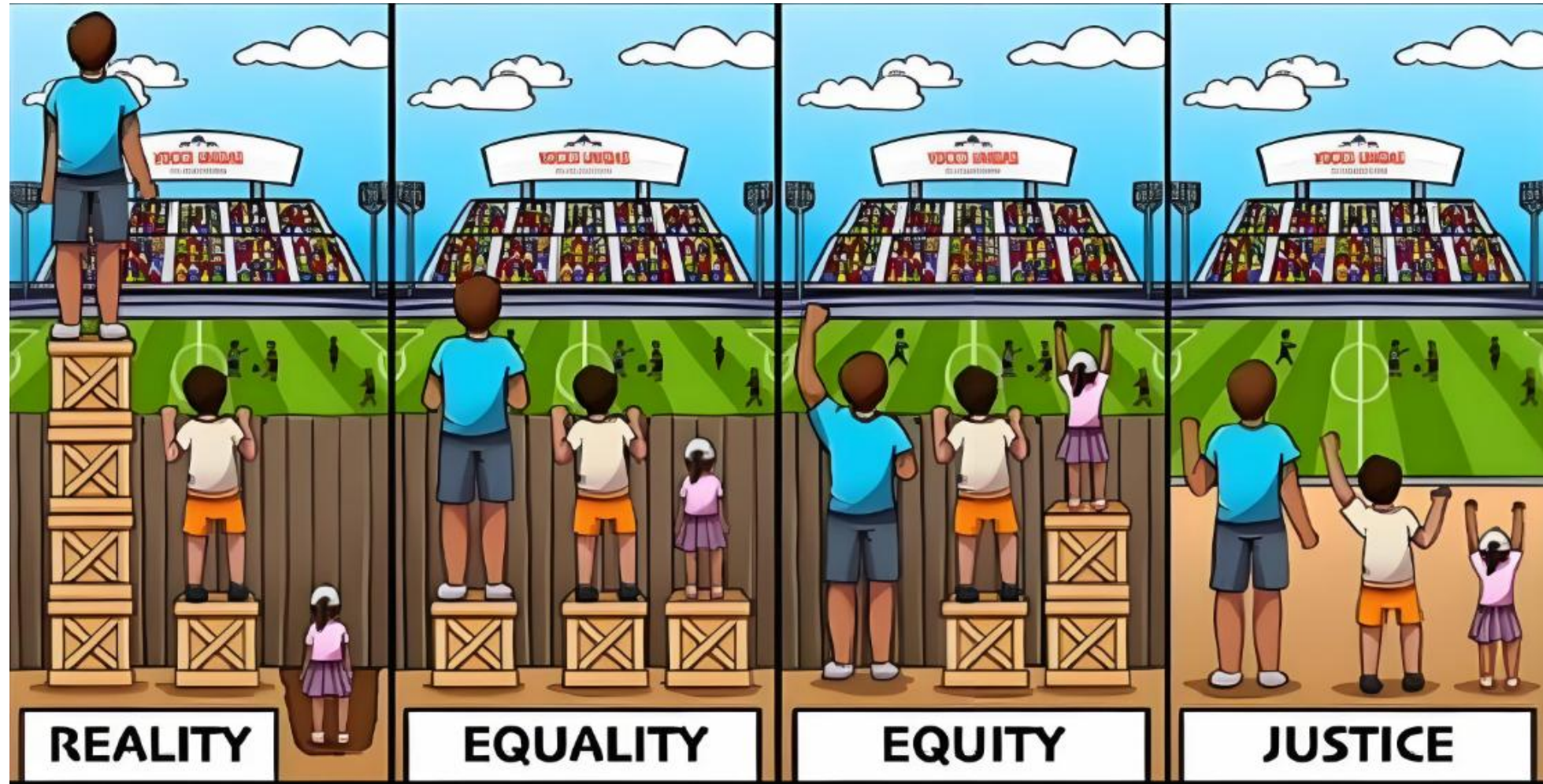


Image source: Goldman Sachs Global Investment Research

Different approaches to driving 'fairness'... not everybody will be happy



Source: Interaction Institute for Social Change | Artist: Angus Maguire

WHY is it worthwhile investing in China's MedTech market?



China is emerging to be a global hub of *affordable innovation* in the MedTech industry

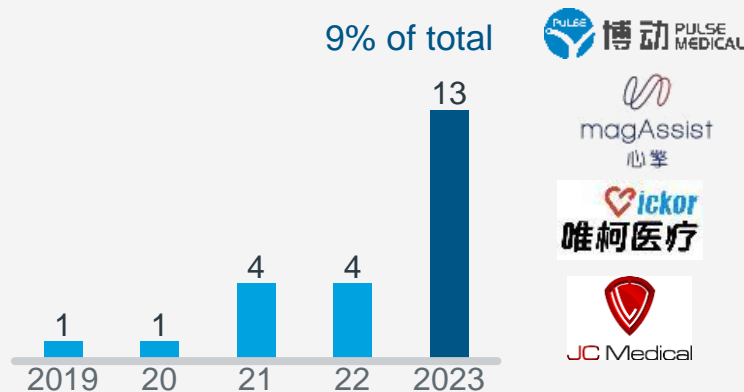
* NHSA: National Healthcare Security Administration; NHC: National Health Commission; NMPA: National Medical Products Administration; MoF: Ministry of Finance; NDRC: National Development and Reform Commission; MIIT: Ministry of Industry and Information Technology

WHAT makes the China MedTech market attractive?



Innovation

FDA breakthrough designation products from Chinese local MedTech players (2020-2023)



Speed



Fast time to market
3~6 years to complete R&D of leading technology

FOR EXAMPLE:



Surgical robots



ICE
(Intracardiac Echo)



TMVR/
TTVR



IVL
(Intravascular Lithotripsy)



Cost efficiency

ENGINEERS' ANNUAL SALARY



Labor cost

~\$36k vs. ~\$95 vs. ~\$77k

COGS difference between local and global leading players (%)

↓ **50–80%**

HOW to win in China... recommendations for MedTech MNCs

1 Make a 'no regret' decision in 2025

China is heading to be the global #1 economy and #1 Medtech market

2 Have a very clear positioning of China in your global framework...

e.g. supply chain, source of innovation, clinical research, commercial, industry alliance/partnership

3 Follow the nature of the market

and don't just follow the current Government policies

4 Be objective, don't be biased... understand the good, bad, and ugly

China could adopt a path to success that is different from the U.S and Europe

5 Build, trust and empower your local team



“ “ When you go to a country, follow its customs. When you enter a family's home, avoid their prohibitions.
入其国者从其俗，入其家者避其讳。

President Xi Jinping's speech
to MNC representatives at
China Development Forum in March 2025



5 Learnings on China market access



Yuran Chen

*Managing Director of China,
Atos Medical, a Coloplast business*



1 - Take a holistic approach



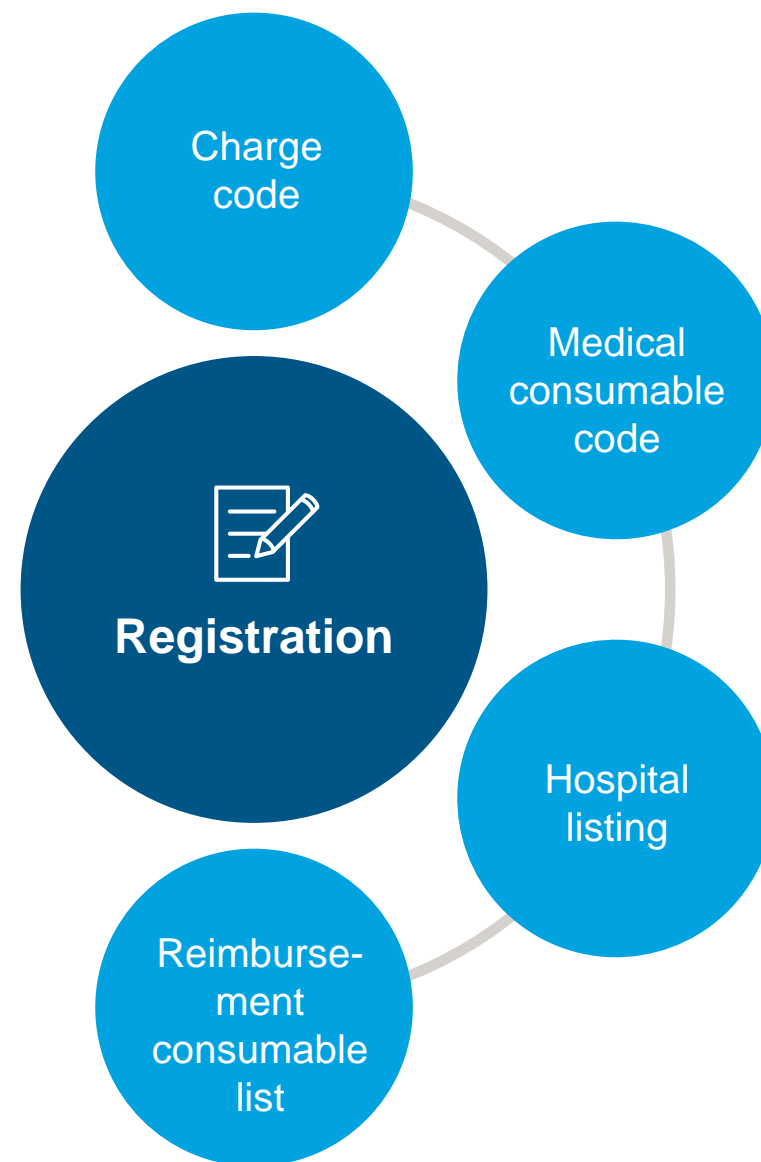
Let's decide when we finish registration....

Name, category, IFU content from the **registration process** might also impact the charge code, medical consumable code, which then further impact reimbursement and hospital listing process



This category is different from that category

Involve experts from various functions, find learnings from similar product



2 - Start early and act fast

“Let’s discuss more before making a decision”

A good balance – it is not possible to be 100% correct

“There might be a new policy coming, let’s wait?”

It takes time for new policy to be implemented; it won’t hurt to start influencing

**“We have just had a meeting....”
vs. “Great, we plan to have a meeting just next week, if you can...”**

Sometimes, it is a matter of luck 😊

3 - Navigate local reimbursement complexity

- Reimbursement Consumable List (RCL) is currently managed at provincial level and municipal level
- “If you can demonstrate that this is a prosthesis, then...” vs. “It needs to state in the IFU that...” vs. “You need to apply and get approval for ...”
 - Some shared overall principle but the process is different and there are exceptions
 - A “no” doesn’t mean there is absolutely no chance

附件

贵州省基本医疗保险医用耗材目录（试行）

序号	医用耗材代码	一级分类	二级分类	三级分类	医保通用名	材质	特征	支付类别	支付标准（元）	备注
1	C01010100101001	01-非血管介入治疗类材料	01-呼吸介入材料	01-气管支气管支架	001-支架	01-镍钛合金	001-全覆膜	乙类	8085.00	
2	C01010100101004	01-非血管介入治疗类材料	01-呼吸介入材料	01-气管支气管支架	001-支架	01-镍钛合金	004-半覆膜	乙类	7350.00	
3	C01010100101007	01-非血管介入治疗类材料	01-呼吸介入材料	01-气管支气管支架	001-支架	01-镍钛合金	007-非覆膜	乙类	2552.00	
4	C01010100102001	01-非血管介入治疗类材料	01-呼吸介入材料	01-气管支气管支架	001-支架	02-不锈钢	001-全覆膜	乙类	6887.00	
5	C01010100103001	01-非血管介入治疗类材料	01-呼吸介入材料	01-气管支气管支架	001-支架	03-钴铬	001-全覆膜	乙类	18800.00	

6 7 8 9 10 11 12 13 14 15 16

云南省基本医疗保险医用耗材支付目录（2024版）

序号	耗材分类代码	一级分类（学科、品类）	二级分类（部位、功能、品种）	三级分类（部位、功能、品种）	医保通用名	支付类别	医保最高支付限	备注
1	C01010100101001	非血管介入治疗类材料	呼吸介入材料	气管支气管支架	支架	乙类	12226	
2	C01010100101004	非血管介入治疗类材料	呼吸介入材料	气管支气管支架	支架	乙类	12226	
3	C01010100101007	非血管介入治疗类材料	呼吸介入材料	气管支气管支架	支架	乙类	12226	
4	C01010100102001	非血管介入治疗类材料	呼吸介入材料	气管支气管支架	支架	乙类	12226	
5	C01010100103001	非血管介入治疗类材料	呼吸介入材料	气管支气管支架	支架	乙类	12226	

广东省基本医疗保险、工伤保险和生育保险医用耗材目录（2022年）

序号	医用耗材代码	一级分类	二级分类	三级分类	备注
1	C010101	非血管介入治疗类材料	呼吸介入材料	气管支气管支架	
2	C010102	非血管介入治疗类材料	呼吸介入材料	气道支架	
3	C010103	非血管介入治疗类材料	呼吸介入材料	气道支架	
4	C010104	非血管介入治疗类材料	呼吸介入材料	气道支架	
5	C010105	非血管介入治疗类材料	呼吸介入材料	气道支架	
6	C010106	非血管介入治疗类材料	呼吸介入材料	气道支架	
7	C010107	非血管介入治疗类材料	呼吸介入材料	气道支架	
8	C010108	非血管介入治疗类材料	呼吸介入材料	气道支架	
9	C010109	非血管介入治疗类材料	呼吸介入材料	气道支架	
10	C010110	非血管介入治疗类材料	呼吸介入材料	气道支架	
11	C010111	非血管介入治疗类材料	呼吸介入材料	气道支架	
12	C010112	非血管介入治疗类材料	呼吸介入材料	气道支架	
13	C010113	非血管介入治疗类材料	呼吸介入材料	气道支架	
14	C010114	非血管介入治疗类材料	呼吸介入材料	气道支架	
15	C010115	非血管介入治疗类材料	呼吸介入材料	气道支架	
16	C010116	非血管介入治疗类材料	呼吸介入材料	气道支架	
17	C010117	非血管介入治疗类材料	呼吸介入材料	气道支架	
18	C010118	非血管介入治疗类材料	呼吸介入材料	气道支架	
19	C010119	非血管介入治疗类材料	呼吸介入材料	气道支架	
20	C010120	非血管介入治疗类材料	呼吸介入材料	气道支架	
21	C010121	非血管介入治疗类材料	呼吸介入材料	气道支架	
22	C010122	非血管介入治疗类材料	呼吸介入材料	气道支架	
23	C010123	非血管介入治疗类材料	呼吸介入材料	气道支架	
24	C010124	非血管介入治疗类材料	呼吸介入材料	气道支架	
25	C010125	非血管介入治疗类材料	呼吸介入材料	气道支架	
26	C010126	非血管介入治疗类材料	呼吸介入材料	气道支架	
27	C010127	非血管介入治疗类材料	呼吸介入材料	气道支架	
28	C010128	非血管介入治疗类材料	呼吸介入材料	气道支架	
29	C010129	非血管介入治疗类材料	呼吸介入材料	气道支架	
30	C010130	非血管介入治疗类材料	呼吸介入材料	气道支架	
31	C010131	非血管介入治疗类材料	呼吸介入材料	气道支架	
32	C010132	非血管介入治疗类材料	呼吸介入材料	气道支架	
33	C010133	非血管介入治疗类材料	呼吸介入材料	气道支架	
34	C010134	非血管介入治疗类材料	呼吸介入材料	气道支架	
35	C010135	非血管介入治疗类材料	呼吸介入材料	气道支架	

4 - Build a coalition of support

- Medical associations
- **Patient organizations**
- Industry alliances
- Government-affiliated bodies
- Embassy
- Media
- National level
- Provincial level



中国残疾人康复协会

CHINA ASSOCIATION OF REHABILITATION OF DISABLED PERSONS



中国残疾人联合会

China Disabled Persons' Federation



5 - Long-term thinking and full commitment



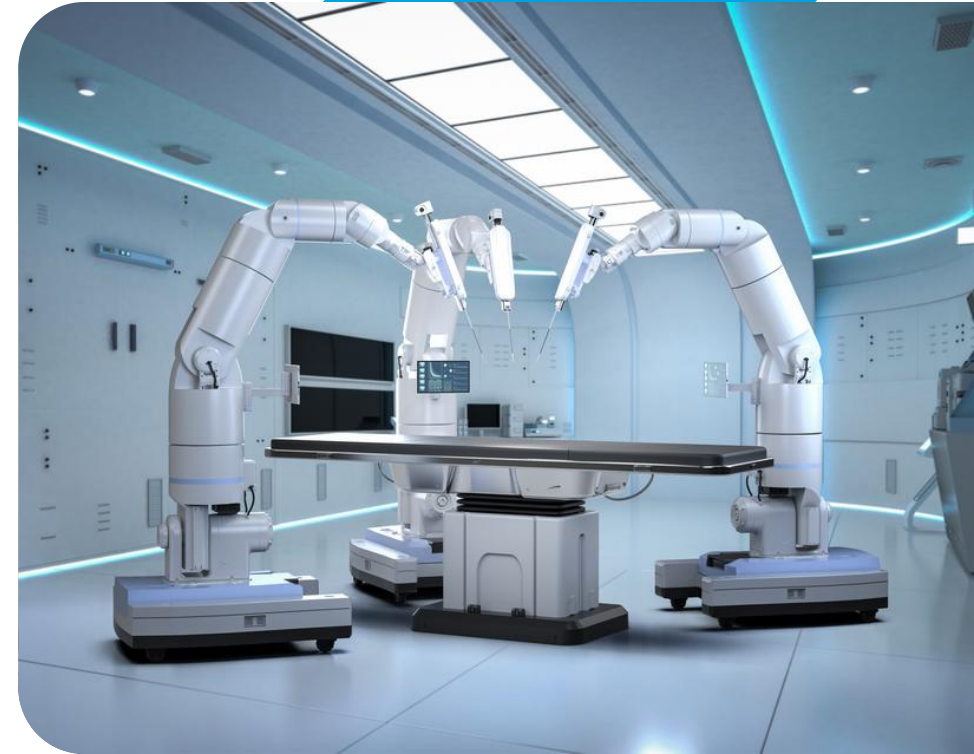


Looking ahead and leveraging the drive for innovation



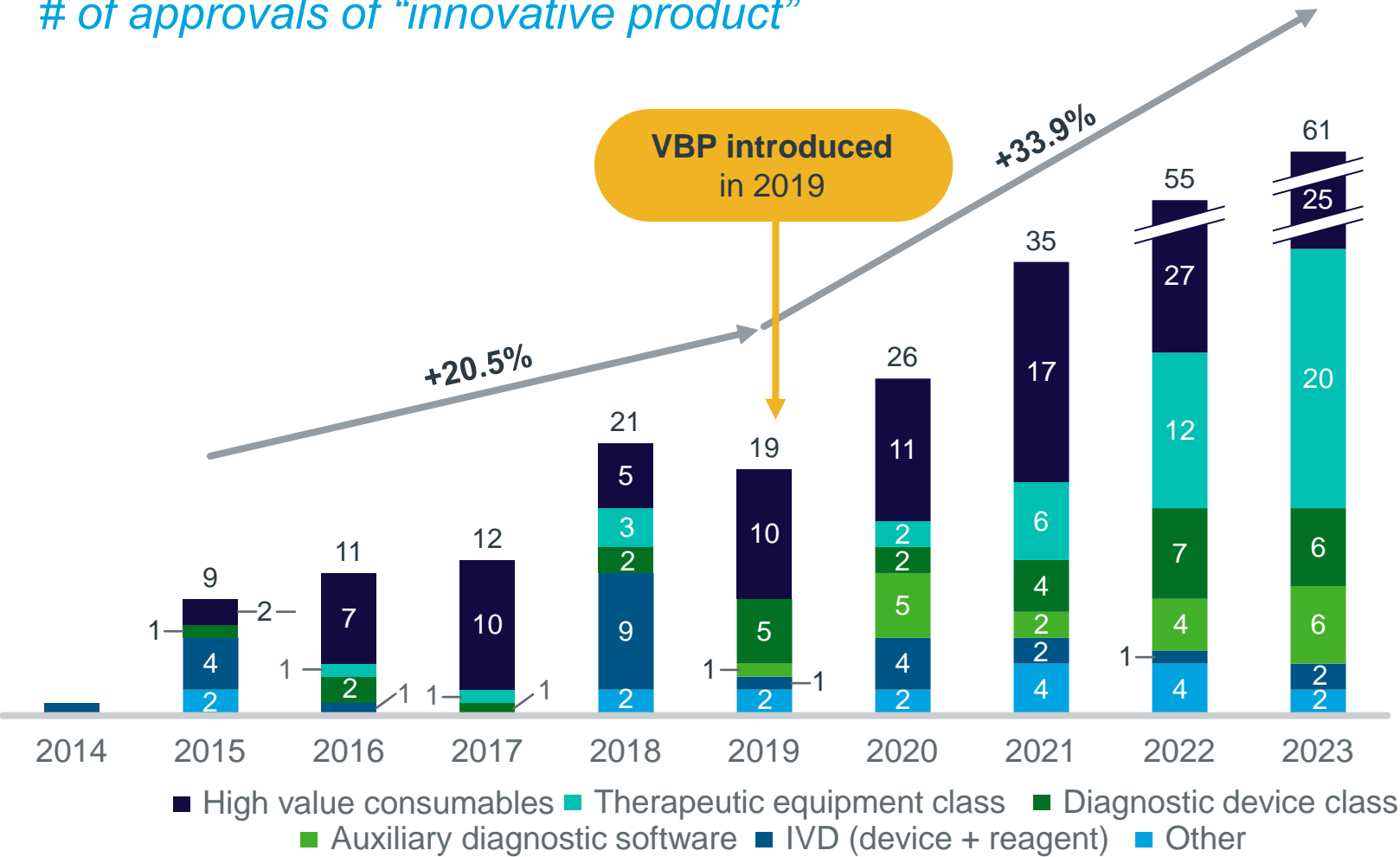
Nancy (Shuhuai) Jin

*Engagement Manager,
Management Consulting,
IQVIA China*



Approval of innovative products has accelerated since 2019

of approvals of “innovative product”



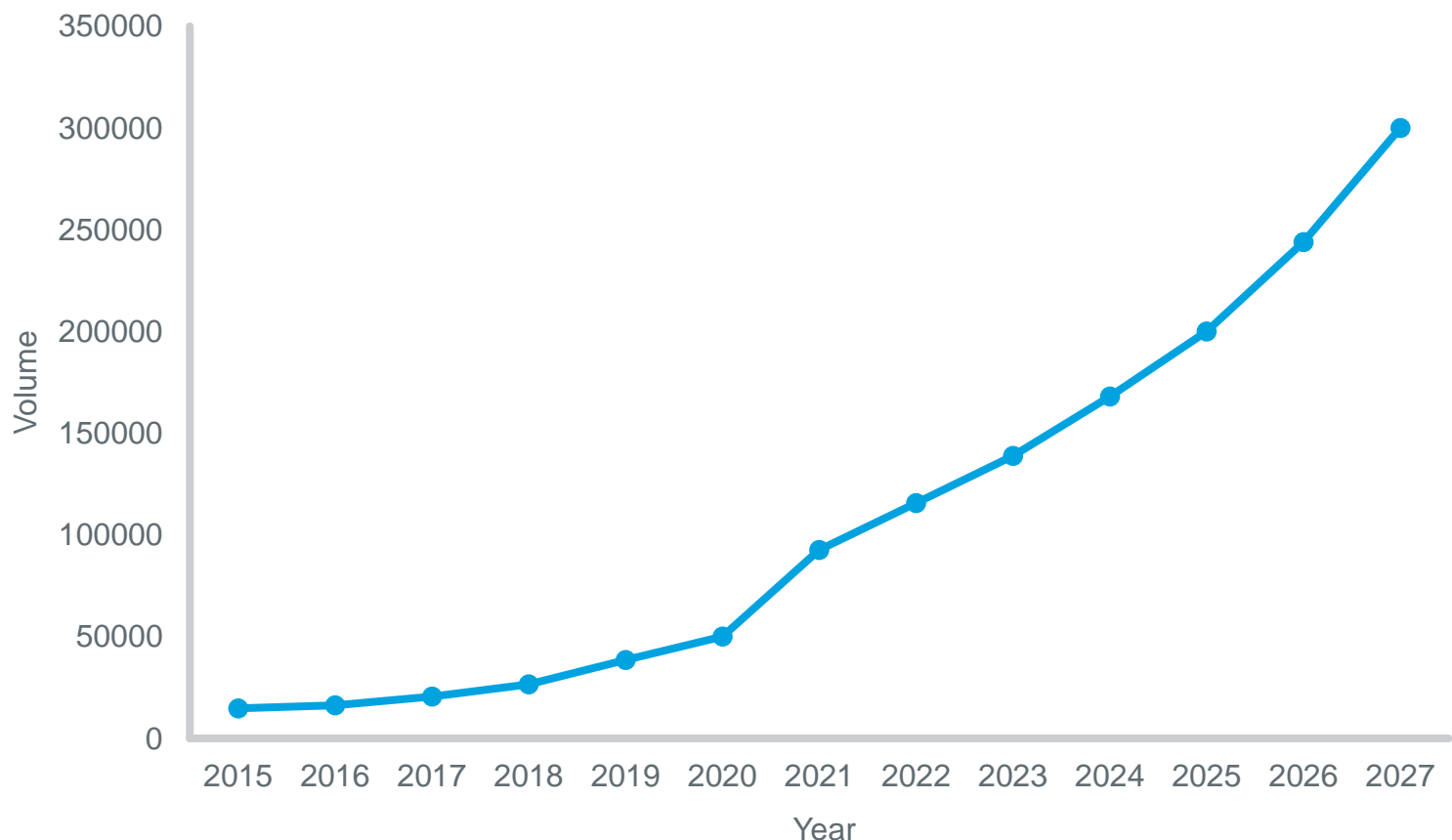
- Medical device innovation has shown positive and high growth over the past five years
- In the past three years, the proportion of innovative products in diagnostic equipment and therapeutic equipment has shown an upward trend

Source: IQVIA MedTech analysis

Note: High-value consumables include ophthalmic materials, neurosurgical materials, vascular interventional treatment materials, non-vascular interventional treatment materials, orthopedic materials, and cardiac surgery materials; Other include repair materials, auxiliary tools, artificial organ materials, hemostatic materials, etc

China robotic-assisted surgery growth trend (2015–2027)

IQVIA MedTech MMM Data - Example of the impact of China's policies on innovation in MedTech



Source: IQVIA MedTech, MedTech Market Monitor

- **Sustained Growth:** 25–30% annual growth across the decade
- **Future Ready:** Projected to surge past 300,000+ procedures/year by 2027.
- **Policy Support:** Backed by Healthy China 2030, AI integration, and tele-surgery initiatives.
- **Da Vinci:** System adoption in top-tier hospitals
- **Domestic Innovation:** Rise of Chinese platforms enhancing affordability and access (MicroPort, Edge Medical, TINAVI)
- **Diversified Use:** Expansion into neurosurgery and oncology underway

The payment pathway is open for innovative products and technologies to address clinical unmet needs

Exclusions from diagnosis-related group (DRG)

More regions are exploring ways of excluding innovative products and technologies from DRG with a regular update approach

Procedure code creation

This is a crucial regulatory and reimbursement step driving clinical adoption



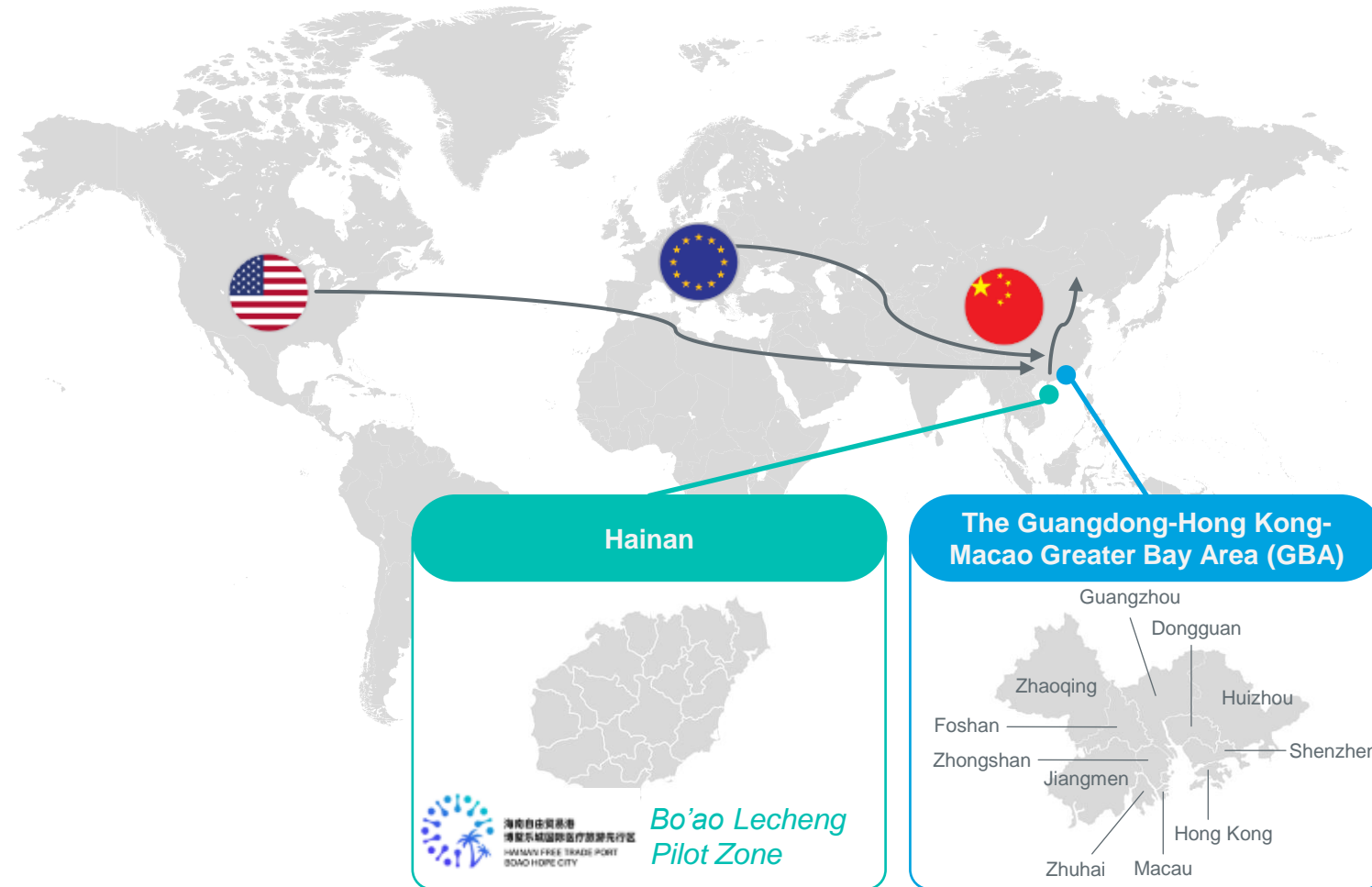
Local reimbursement

Funding saved from VBP to be reallocated to professional fee and valuable new technologies

Value based assessment

Now hospitals and payers (like NHSA) are incorporating Health Technology Assessments (HTA) and seeking evidence that a product is worth the cost

Early market access to realize China's potential: Leverage favorable policies in GBA and Hainan to design orchestrated strategy for commercial success



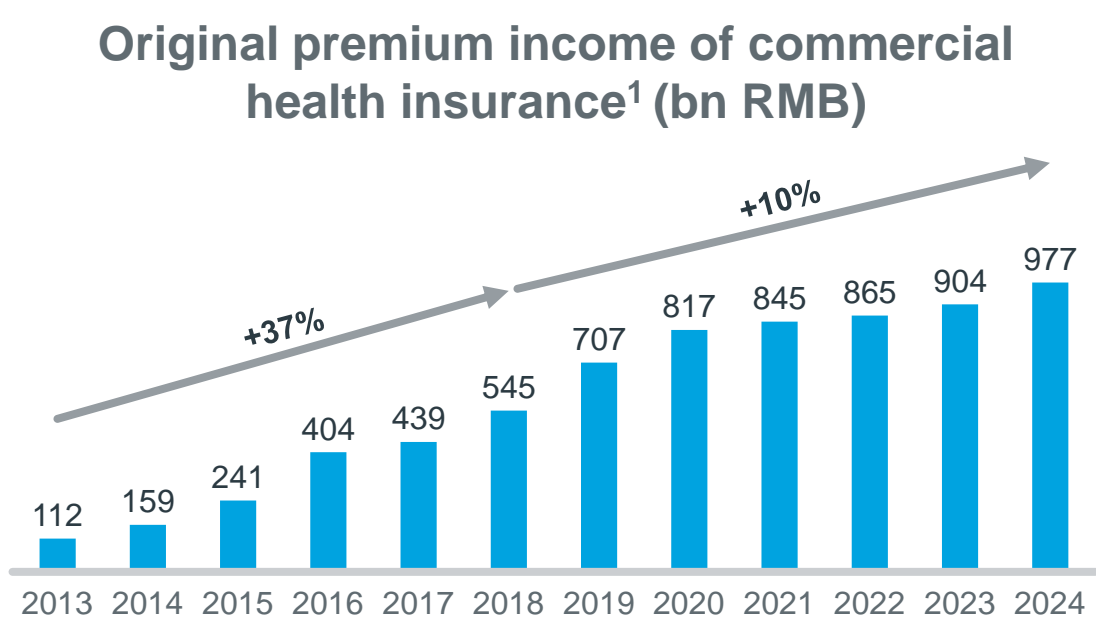
Early access to the China market ahead of NMPA approval to:

1. **Generate evidence** to accelerate national launch
2. **Test the market** through patient/HCP early experience
3. **Enlarge the pre-launch window** for better preparation
4. **Shape the market environment**

Source: IQVIA Medtech analysis

Inside China's MedTech market: Market access, regulation and innovation — Webinar — June 26, 2025

The scale of commercial health insurance market is growing rapidly, among which disease insurance and medical insurance are the main types



Policy support to commercial health insurance

- Reduce BMI pressure
- Lighten patient disease burden
- Support innovation

- Healthcare data sharing
- In-hospital direct payment
- Promoting CSI (commercial supplementary insurance)

	FOREIGN INVESTMENT	DOMESTIC INVESTMENT
Chain hospital	<div>  </div>	<div>    </div>
Non-chain hospital	<div> </div>	<div>  </div>

Key takeaways – Succeeding in China's MedTech market

1

**Start
early**

2

**Think
long-term**

3

**Go beyond
manu-
facturing**

Local reimbursement pathways are complex — early engagement is critical to access.

Don't be deterred by short-term volatility. China is a strategic market that can drive global innovation and growth.

Success requires deep market integration — adapt to China's culture, systems, and business mindset.



Closing thoughts: Be prepared



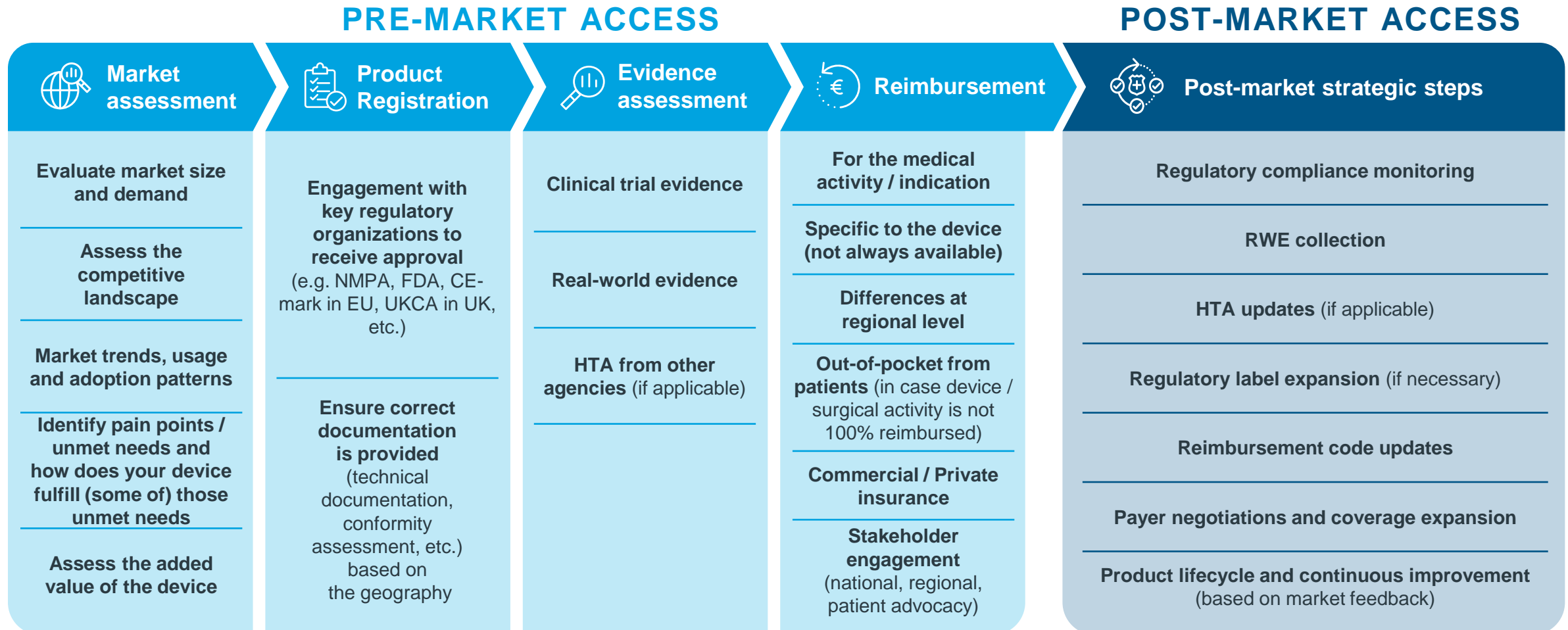
Zhen Nie

*Head of Med Devices, Global Consulting,
IQVIA MedTech*



IQVIA MedTech Market Access Navigator[®]

Decision points to achieve market access



Contact our IQVIA MedTech consultants with any further questions



Zhen Nie

*Head of Med Devices,
Global Consulting,
IQVIA MedTech*

zhen.nie@iqvia.com



Nancy (Shuhuai) Jin

*Engagement Manager,
Management Consulting,
IQVIA China*

shuhuai.jin@iqvia.com

Thank you

