



MedTech in Flux: Navigating Global Disruption

May 22, 2025

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Your speakers



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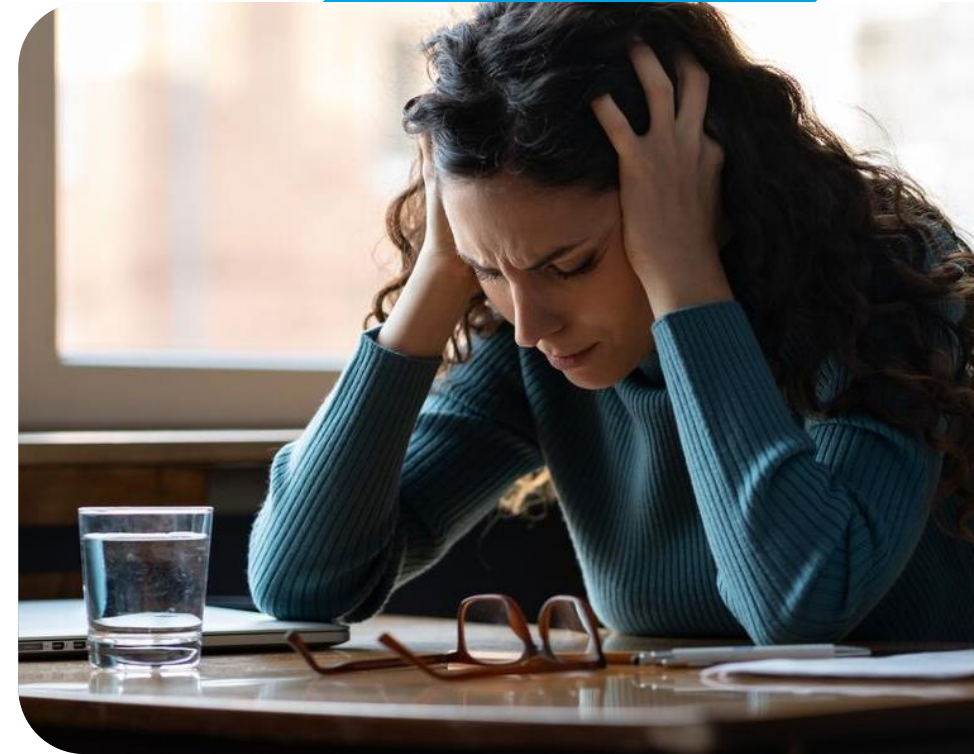


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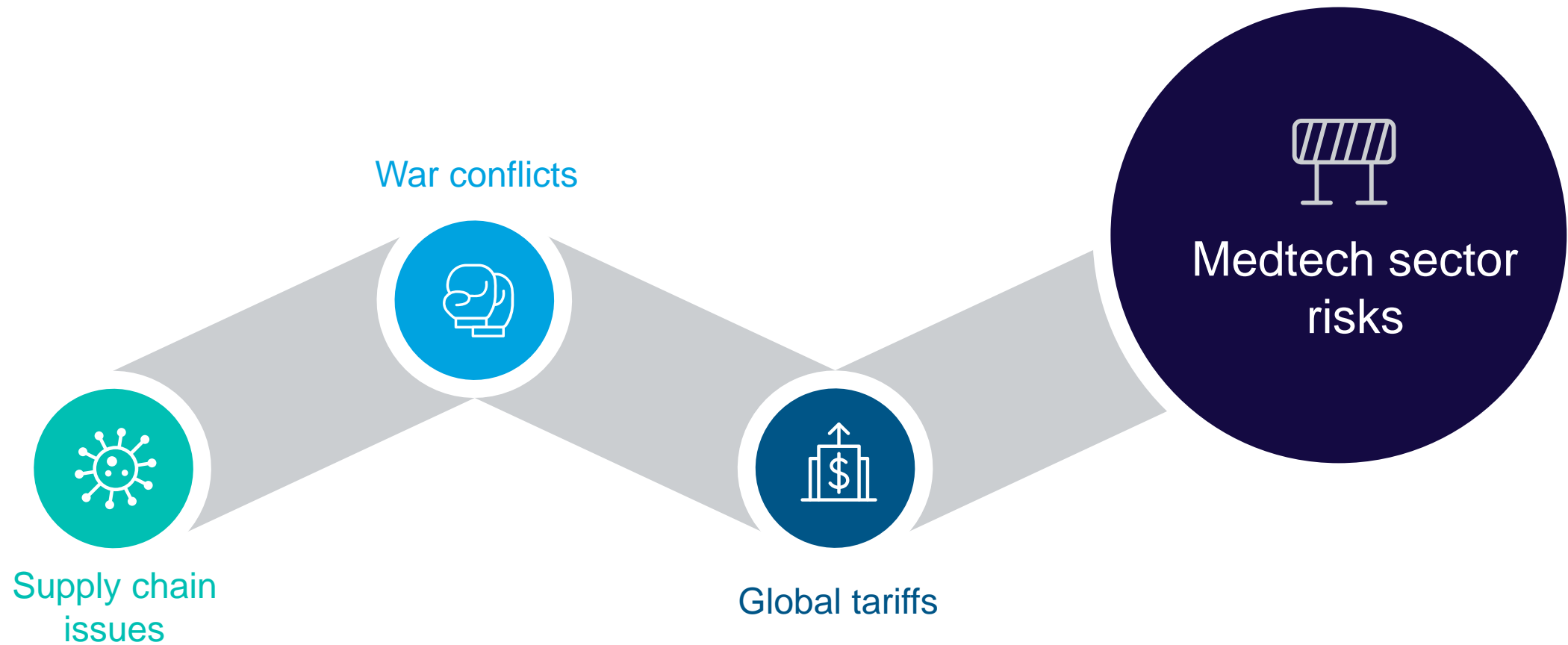
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Key industry risks and concerns



MedTech sector recent challenges



Why do tariffs have more of a direct and immediate impact on medical device companies compared to pharmaceutical?



Global supply chain dependency and more trade exposure

Medical devices often rely on complex, global supply chains, sourcing components from multiple countries



Customization and inventory challenges

Medical devices are often customized or low volume



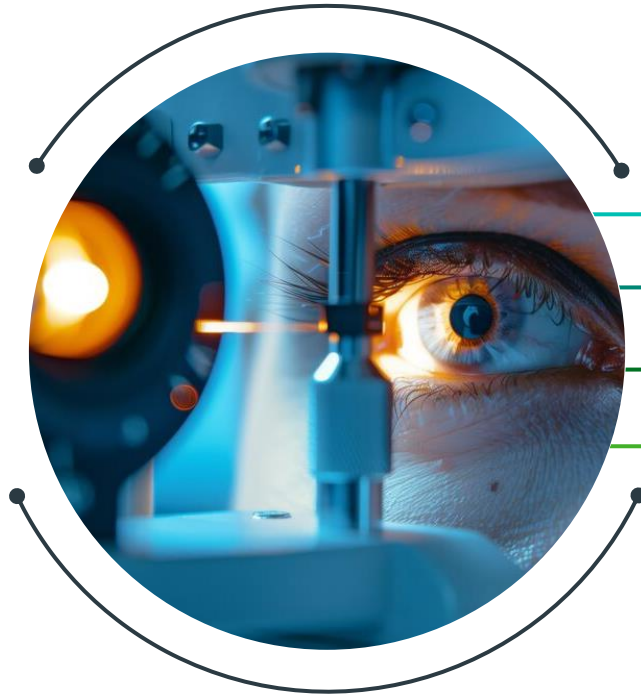
Lower profit margins

Medical devices typically have lower profit margins and less pricing power



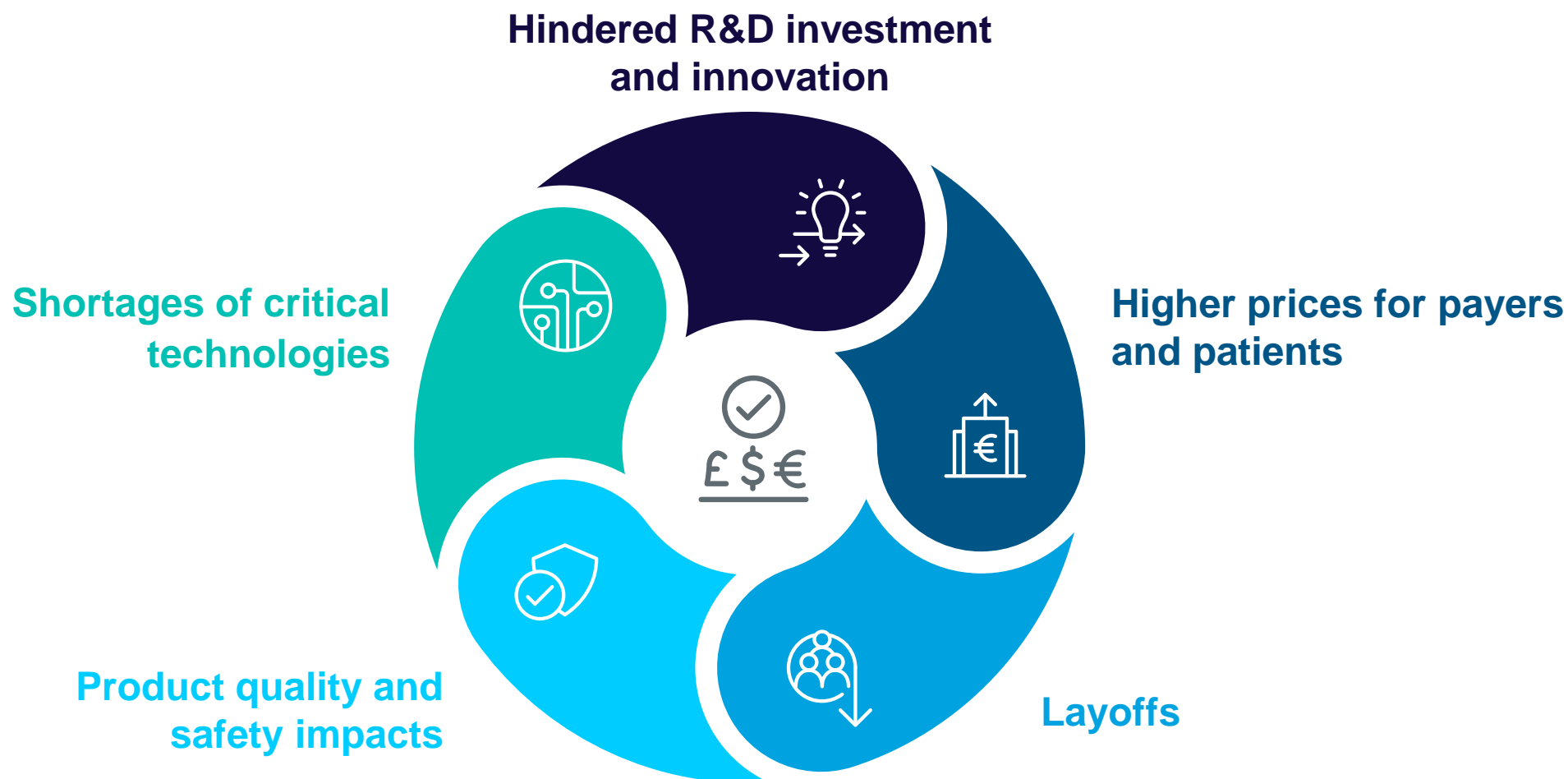
Regulatory and reimbursement lag

Medical devices often face slower regulatory changes and static reimbursement rates

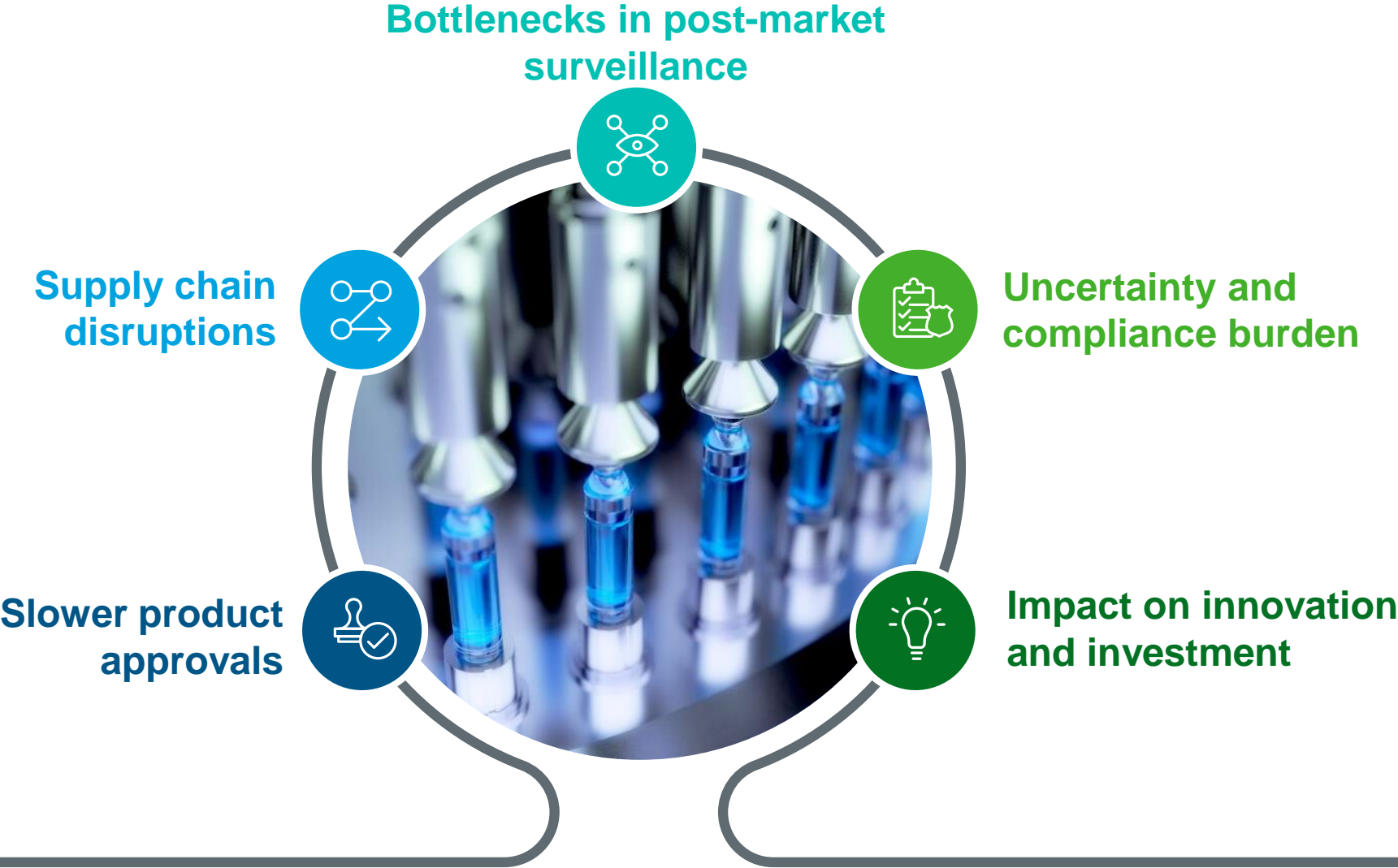


Key concerns driving the need for medical device tariff exemptions

A call for “zero-for-zero” tariff agreement in MedTech



The potential impact of FDA staff reductions on product approvals and supply chains



Retaliatory tariffs & China exemptions for MedTech

As of May 22nd - de-escalation tariffs are 10% for U.S products coming into China. But certain U.S. MedTech imports have been unofficially exempted from this

Examples of tariff exempt medical devices reported





Strategies for mitigating risks



In 2025, ~\$5 B tariff impact is projected based on MedTech companies reported data. To mitigate the effect, companies are using various strategies

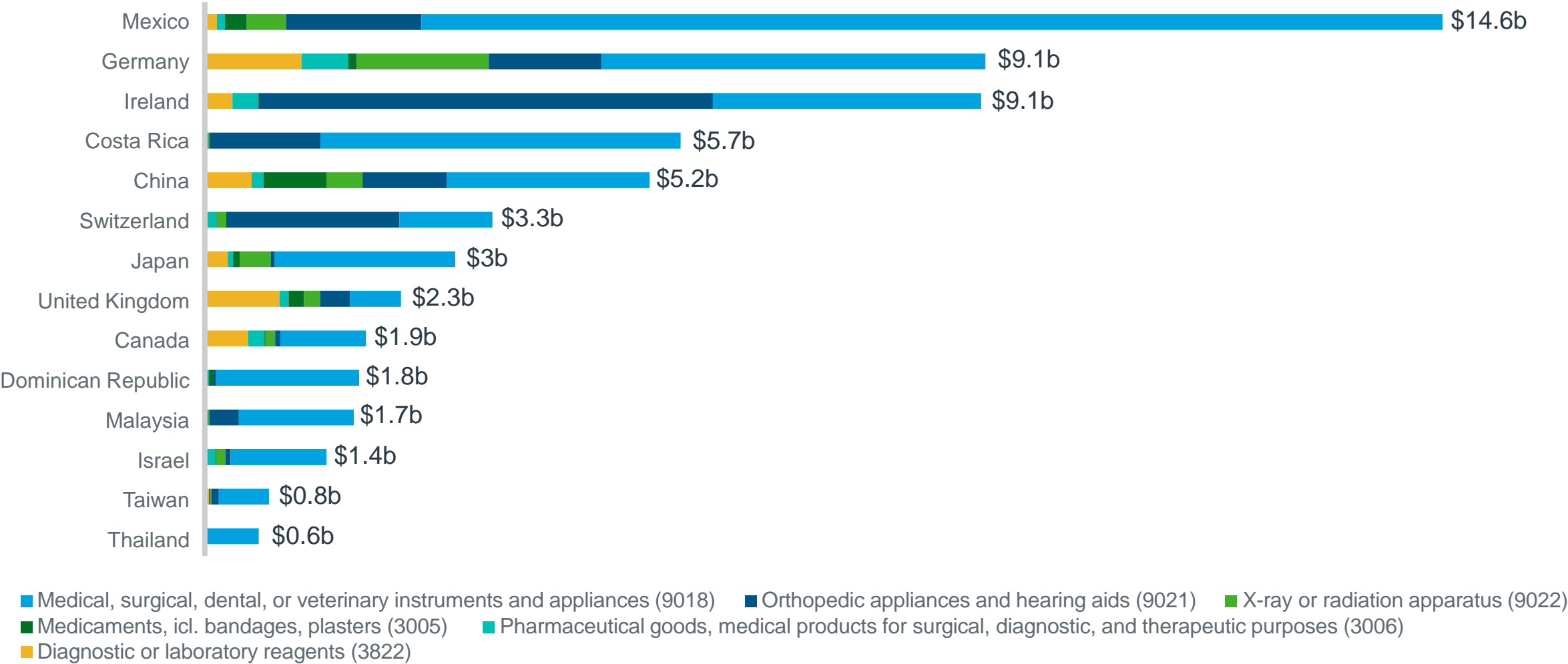
Company	Size of Global Business	Estimated / Published Tariff Hit	Strategies Reported
GE HEALTHCARE	\$19.7 B	\$500 M	<div><div></div><div></div><div></div><div></div><div></div></div>
J&J	\$88.9 B	\$400 M	<div><div></div><div></div></div>
DANAHER	\$ 23.9 B	\$350 M	<div><div></div><div></div><div></div></div>
SIEMENS HEALTHINEERS	\$23 B	\$340 M	<div><div></div><div></div></div>
CARDINAL HEALTH	\$12.4 B	\$300 M	<div><div></div><div></div><div></div></div>
ABBOTT	\$41.9 B	\$200 M	<div><div></div><div></div><div></div></div>
STRYKER	\$22.6 B	\$200 M	<div><div></div><div></div></div>
BOSTON SCIENTIFIC	\$16.7 B	\$200 M	<div><div></div></div>
OTHERS			
(Intuitive Surgical,	\$8.4 B		
Medtronic,	\$32.4 B		<div><div></div><div></div><div></div><div></div></div>
Becton, Dickinson & Co.,	\$20.2 B	\$2.5 B	
Baxter International,	\$10.6 B		<div><div></div><div></div><div></div></div>
Edward Lifesciences,	\$5.4 B		
Fresenius, etc.)	\$20.1 B		

Action Measures	
Increasing Domestic Manufacturing / Localizing Production	<div></div>
Regionalizing or Relocating Manufacturing	<div></div>
Strategic Supply Chain Adjustments	<div></div>
Financial and Pricing Strategies	<div></div>
Inventory and Sourcing Flexibility	<div></div>
Advocacy and Policy Engagement	<div></div>
Leveraging Global Manufacturing Networks	<div></div>

~5.0 B

Countries such as Mexico, Germany & Ireland sell the most to the U.S and will be highly impacted by tariffs

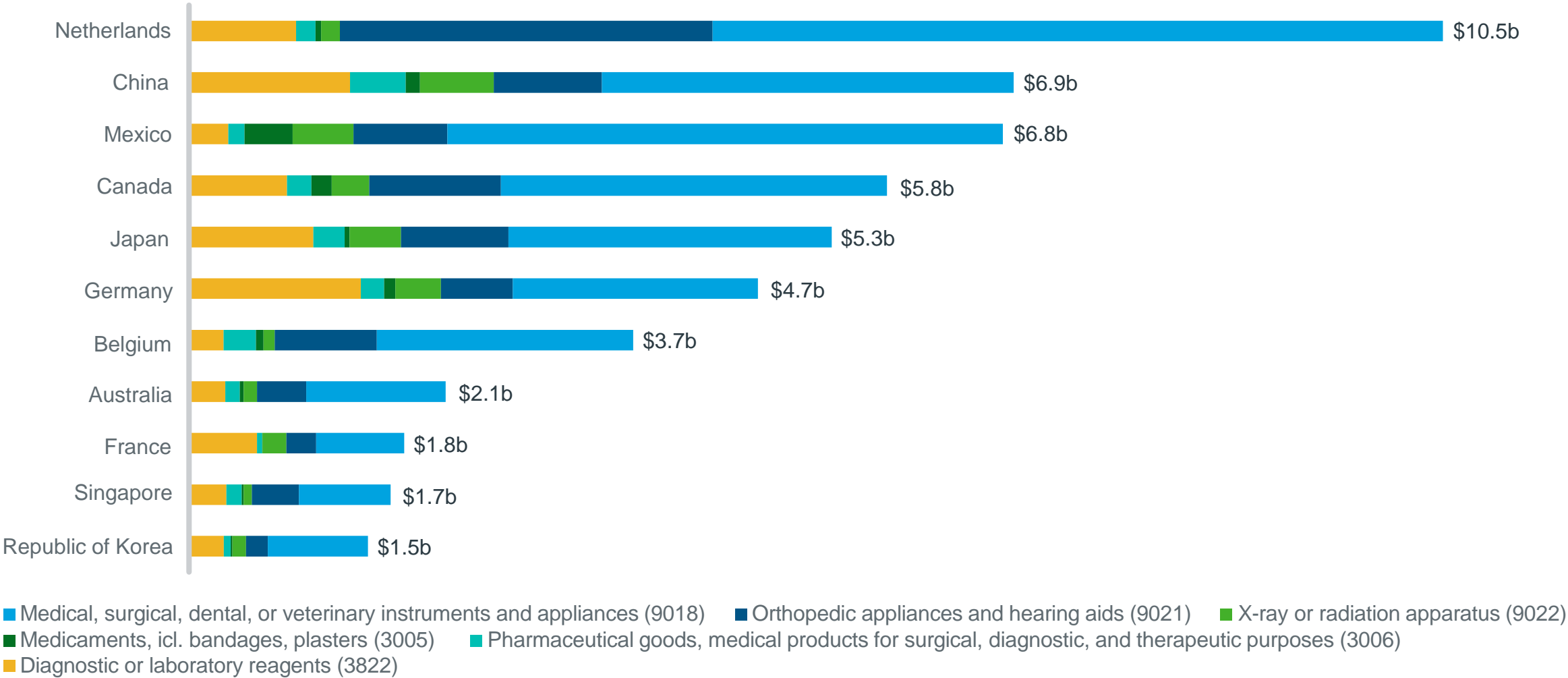
Countries that sell to the U.S - International Trade Data - All numbers in US\$ Billions



Source: <https://www.trademap.org/index.aspx>
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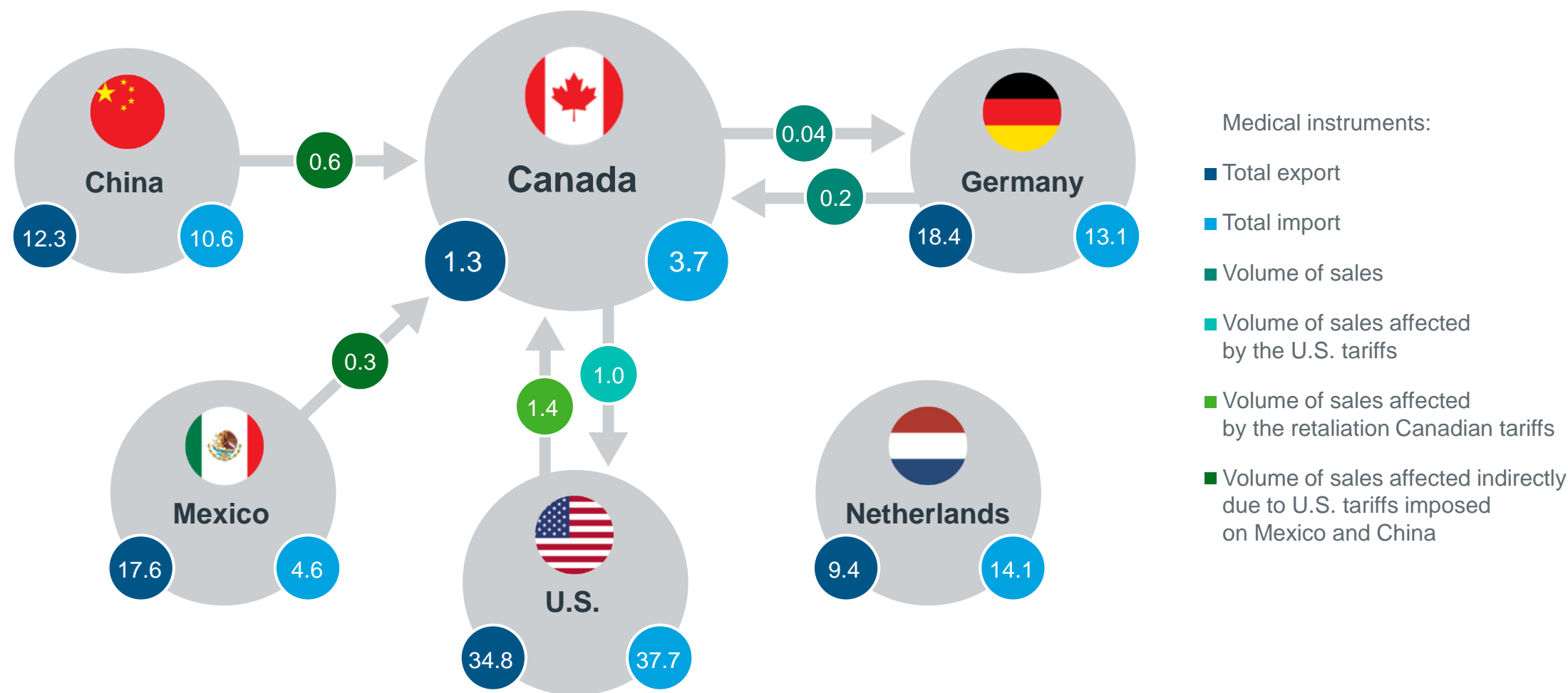
Countries such as the Netherlands China & Mexico buy the most from the U.S and will be severely impacted by retaliatory tariffs

Countries that buy from the U.S - 2024 International Trade Data - All numbers in US\$ Billions



The effects of U.S. & retaliatory tariffs on the Canadian MedTech market of medical instruments

All numbers based on 2023 and in US\$ Billions



Strategies for mitigating risks & IQVIA MedTech solutions

Integrate regulatory, commercial, & technological considerations to achieve market access

SHORT-TERM STRATEGIES

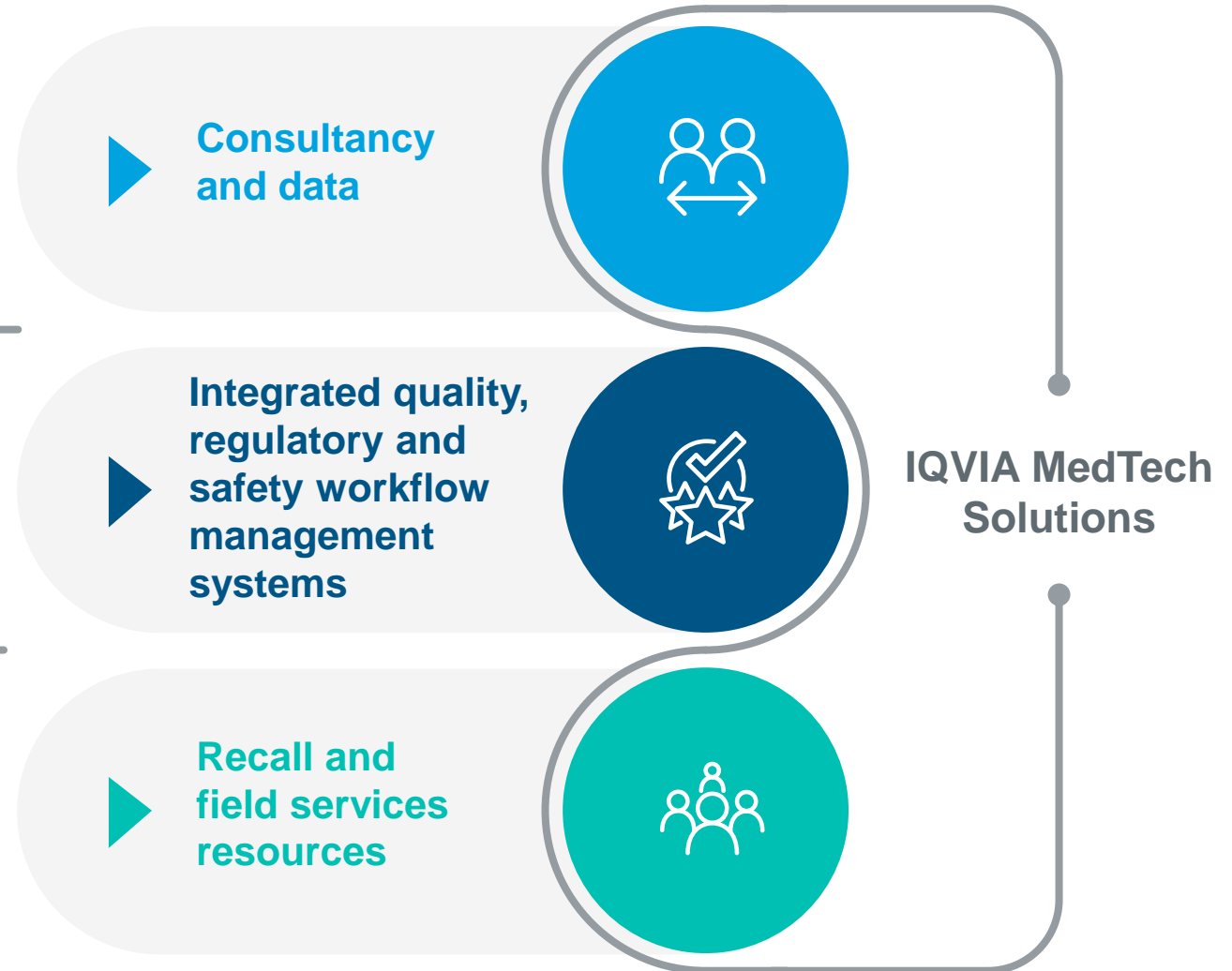
1. Stakeholder engagement and advocacy
2. Insight collection, financial and scenario planning
3. Short-term inventory buffering
4. Tariff classification optimization
5. Bonded warehouses via 3PL providers
6. Incremental pricing adjustments and surcharges

MEDIUM-TERM STRATEGIES

1. Enhance quality, regulatory and safety workflows
2. Upskill internal regulatory and compliance teams
3. Leveraging trade agreements and regulatory programs
4. Use of foreign trade zones (FTZs)
5. Value-based selling and bundling

LONG-TERM STRATEGIES

1. Implement proactive post-market surveillance systems
2. Adoption of AI for regulatory intelligence and automation
3. Supply chain restructuring and localized production
4. Establish regional manufacturing hubs
5. Strategic M&A or joint ventures



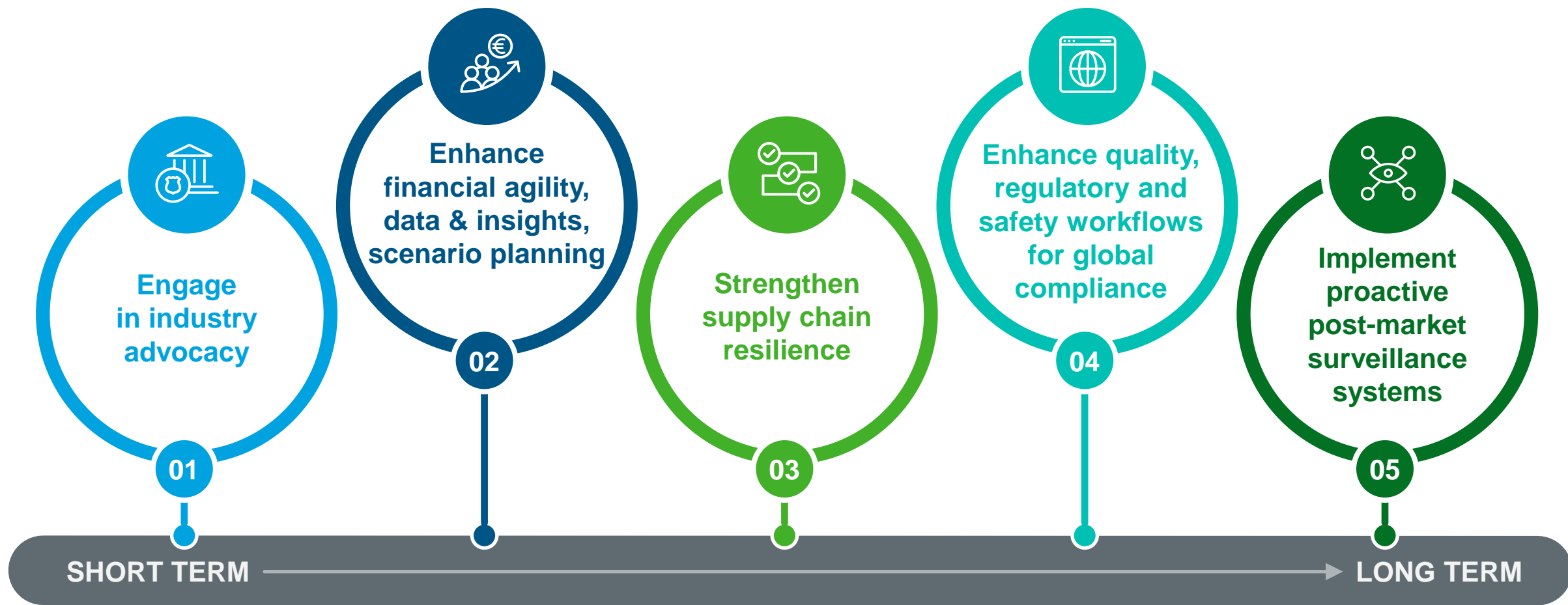


Be prepared



Take action now to navigate disruption

IQVIA MedTech supports with consulting expertise, powered by industry leading data and technology



Thank you for joining us today!

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– June 26th](#)

