

Gerson Lehrman Group partners with AdvaMed for survey on medical device industry

Report will focus on major trends and growth predictions of industry.

New York, NY—January 9, 2009—Gerson Lehrman Group, the world's marketplace for expertise, and the Advanced Medical Technology Association (AdvaMed) today announced a partnership to produce a global survey of leading-edge industry experts on the major trends and growth in the medical device industry. The first of its kind survey aims to generate new data points on geography, key market indicators, and distribution channel insights.

Gerson Lehrman Group will tap its network of more than 55,000 healthcare industry experts, selecting a sample of hospital administrators, industry professionals, and reimbursement and policy experts in the EU, BRIC, and Turkey to survey on trends and growth in the medical technology industry. The results of the survey are expected to be released in May 2009.

Alexander Saint-Amand, CEO of Gerson Lehrman Group said: "As we continue to build and strengthen our life sciences practice, we are especially pleased to take on this major, global project with AdvaMed. By tapping the global expertise of the Gerson Lehrman Group Councils, AdvaMed can provide important perspectives to their CEOs that will help medical device manufacturers better understand industry trends on a worldwide basis, and make business decisions that have the ability to positively influence the quality of health for millions of people worldwide."

"When we searched for global expertise on our industry, Gerson Lehrman Group emerged as the ideal partner for this critical study," said Stephen Ubl, President and CEO of AdvaMed. "They are perfectly positioned to execute this type of complex project on a worldwide basis and provide the most timely and relevant information to our member company CEOs. We are counting on their extensive expert network of industry professionals and key opinion leaders to inform AdvaMed members about the current and potentially future issues affecting the medical technology device industry."

Members of Gerson Lehrman Group Healthcare Councils—which include physicians, researchers, scientists, and healthcare industry executives—provide clients and partners like AdvaMed with leading-edge perspectives on issues affecting the healthcare industry, within a robust compliance framework designed to minimize conflicts surrounding consultative engagements. For more information on GLG Healthcare Councils, go to www.glggroup.com/Council/Healthcare.html.

About Gerson Lehrman Group

Gerson Lehrman Group provides technology and services to support a marketplace for expertise. Since 1998, its platform for consultation and collaboration has helped the world's leading financial services firms, consultancies, corporations, and nonprofits find, engage, and manage experts in a broad range of industries and disciplines. Gerson Lehrman Group's unparalleled network of the world's leading expert consultants, known as the Gerson Lehrman Group Councils, includes more than 200,000 subject-matter experts who educate and provide insight to decision makers through a wide range of consulting methods, including telephone consultations, expert surveys, and seminars. Gerson Lehrman Group has invested in one of the world's most sophisticated infrastructures for expert recruiting and compliance. For more information about Gerson Lehrman Group, please visit www.glggroup.com.

About AdvaMed

AdvaMed member companies produce the medical devices, diagnostic products and health information systems that are transforming health care through earlier disease detection, less invasive procedures and more effective treatments. Our members produce nearly 90 percent of the health care technology purchased annually in the United States and more than 50 percent purchased annually around the world. AdvaMed members range from the largest to the smallest medical technology innovators and companies. For more information, visit www.advamed.org.

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