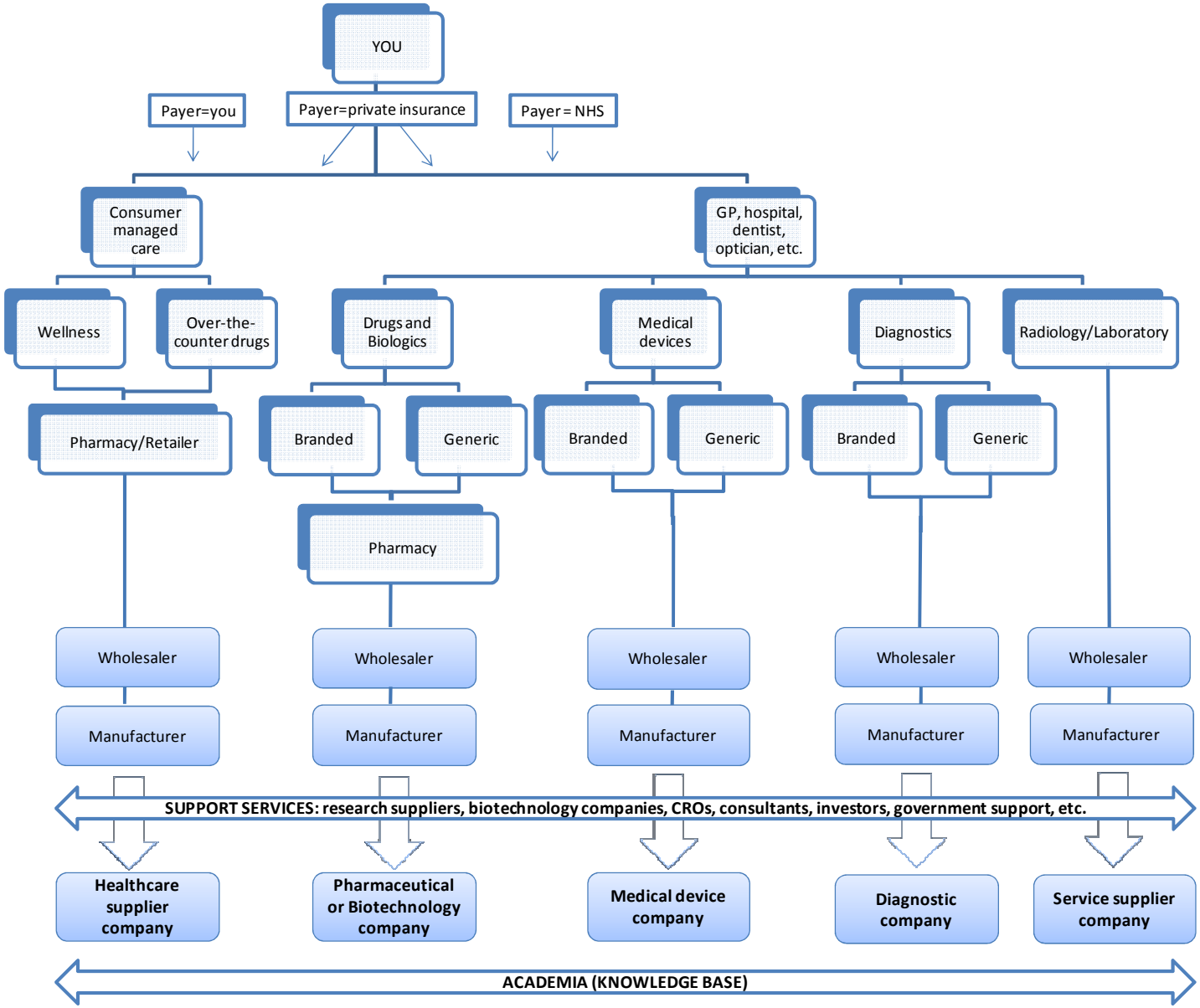
YOU
Payer=you
Payer=private insurance
Payer = NHS
Consumer managed care
GP, hospital, dentist, optician, etc.
Wellness
Over-the-counter drugs
Drugs and Biologics
Medical devices
Diagnostics
Radiology/Laboratory
Pharmacy/Retailer
Branded
Generic
Branded
Generic
Branded
Generic
Pharmacy
Wholesaler
Wholesaler
Wholesaler
Wholesaler
Wholesaler
Manufacturer
Manufacturer
Manufacturer
Manufacturer
Manufacturer
SUPPORT SERVICES: research suppliers, biotechnology companies, CROs, consultants, investors, government support, etc.
Healthcare supplier company
Pharmaceutical or Biotechnology company
Medical device company
Diagnostic company
Service supplier company
ACADEMIA (KNOWLEDGE BASE)