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Abstract:

THE RELATIONSHIP BETWEEN UNITED STATES MEDICAL  
MANUFACTURERS' MARKET ORIENTATION AND THEIR PERFORMANCE

The healthcare industry in the United States has dual challenges: innovation and cost containment. One innovative sector within the healthcare industry is that of U.S. medical manufacturers; who, in the classic tension of “technology push” or “market pull,” vie for competitive advantage. This study examines the market orientation of the medical manufacturing industry in the United States and its impact on the financial performance of the companies within this sector. New product innovation is a strong theme within this industry and, therefore, a proactive market orientation view is proposed in this study. Economic business performance is evaluated with traditional financial metrics, as well as new product revenue contribution. The impact that the number of new, innovative products introduced in the past three years has on company financials is also explored.