International Journal of Social Science and Education Research Volume 8 Issue 5, 2025
ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202505_8(5).0054

# Research on the Optimization of Marketing Strategies of Medical Device Enterprises under the Background of the Big Health Industry

Lingxuan Wang

Zhejiang DongFang Polytechnic, Wenzhou, Zhejiang, 325000, China

## Abstract

**Against the backdrop of the booming big health industry, people's awareness of health has been continuously enhanced, and the demand for medical services has been continuously released. As a key element in improving China's medical service level, enhancing people's health and well-being, and improving the quality of life, the development of the medical device industry has attracted much attention. With the increasingly fierce competition in the medical market, medical device enterprises are facing new opportunities and challenges. The marketing ability of enterprises is crucial to their sustainable development. Therefore, how to optimize marketing strategies to enhance marketing capabilities and stand out in the market competition has become a focus of attention for medical device enterprises. Taking TH Medical Device Company as an example, this study aims to optimize its marketing strategies to achieve sales growth, expand market share and enhance competitiveness. At the same time, it provides a reference for the sustainable development of domestic medical device enterprises and helps to meet people's growing needs for a better life.**

## Keywords

**Medical devices; Marketing strategies; Big health industry.**

## 1. Introduction

In the wave of the awakening of global health awareness and the rapid progress of science and technology, the big health industry is booming, and the medical device industry, as one of its core driving forces, is at a critical juncture of transformation and upgrading[1]. The innovation and optimization of marketing strategies have become the key to enterprises breaking through the encirclement and leading the development of the industry. With its unique development trajectory and market position, TH Medical Device Company has become an ideal sample for observing the industry's marketing ecology. In-depth exploration of its marketing context, excavation of potential problems and proposal of practical improvement strategies are not only related to the rise and fall of the company, but also can light the way forward for domestic medical device enterprises, guide them to navigate accurately in the journey of meeting people's diverse health needs, and effectively promote the overall medical device industry in China to a new height and shine on the international competition stage[2].

## 2. Marketing Status Quo and Problems of TH Company's Medical Device Products

### 2.1. Company Profile

Since its establishment in 2008, TH Medical Device Co., Ltd. has been committed to the research and development and production of interventional medical products. After more than ten years of hard work, it has forged ahead in the fierce market competition, and its marketing experience

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202505_8(5).0054

has accumulated like numerous stars[3]. It has outlined a clear competitive landscape in the domestic market of similar products and occupied a place. Its sales data and market performance, just like a mirror, reflect the overall appearance of the marketing of medical device products in China, providing a micro perspective of great value for analyzing the industry's marketing texture. It is a key reference coordinate for exploring the industry's development laws and tapping innovation potential, and deeply carries the important information of the industry's historical context and future trend[4].

### 2.2. Product Marketing Status Quo

1. Product Positioning

In the binary pattern of product strategies of domestic medical enterprises, TH Company is limited by its relatively weak product development strength and is in a unique position in the track of product positioning. Enterprises oriented by customer demand can flexibly respond to fluctuations in market demand, and enterprises oriented by factory production can stably output relying on production advantages. However, TH Company needs to accurately balance between the two, explore a positioning path that fits its own resource endowment and market opportunities, accurately target the target customer group in differentiated competition, reshape the product value system, activate market potential, break through the bottleneck of product development, and build a solid competitive barrier in the industry's niche areas to achieve a strategic leap in sustainable development.

2. Price Strategy

As a latecomer in the field of interventional medical innovation, TH Company's follow-the-leader pricing strategy benchmarked against industry foreign giants is like a double-edged sword. In the initial stage of market entry, by relying on the price reference system of foreign brands, it quickly cut into the market and won the initial recognition of consumers on product quality and value, finding a chance of survival in the market gap. However, from a long-term strategic perspective, there are many hidden crises in dimensions such as cost control, brand loyalty shaping and deep expansion of market share. High prices are likely to deter consumers, weaken price competitiveness, compress profit margins, and are prone to losing market share in the face of price shocks from local competitors. It is urgent to reshape the price strategy framework and balance short-term benefits and long-term development.

3. Channel Strategy

The channel sales model in the medical consumables industry weaves a complex network connecting the production end and the consumption end. In the early stage of its business, TH Company's high-channel-profit strategy attracted many partners like a magnet, and its sales network was quickly spread, and its market reach was widely extended. However, as time goes by, the quality of channel merchants is uneven and their capabilities vary greatly. The lack of core product competitiveness leads to an unstable cooperation foundation, and the channel system is precarious in the market storm. Under the new situation of volume-based procurement, high-quality channels have become scarce resources. TH Company urgently needs to accurately screen, deeply empower and work together to resolve the channel dilemma with innovative cooperation models and management mechanisms, firmly build the lifeline of market channels, and ensure the smooth circulation of products and efficient market coverage.

## 3. Analysis of the Marketing Environment of TH Company's Medical Device Products

### 3.1. Political Environment Analysis

In the macro game of policies and regulations, enterprises are like chess pieces, deeply bound and guided by the warp and weft of national policies and regulations. The sunshine and rain of policies are the nutrients for the growth of enterprises, and the red lines of regulations are the guardrails for the stable progress of enterprises. When the policy direction changes, enterprises must, with a keen market sense of smell and efficient strategic adjustment ability, quickly calibrate all process links such as production, registration, patent application, market access, marketing and after-sales service to ensure that they resonate and dock seamlessly with the new policy regulations. From the reform of medical device approval to the adjustment of the medical insurance catalogue, every policy change is an opportunity for enterprises to transform their strategies. Only by following the trend and operating in compliance can enterprises stand firm in the rough seas of the market and sail steadily under the escort of policies.

### 3.2. Economic Environment Analysis

Looking back on the development history of China's medical device industry, the growth curve of industrial added value has been rising all the way, far exceeding the growth rate of the pharmaceutical industry, outlining a magnificent picture of the booming development of the medical device industry. This growth trend breeds infinite business opportunities for TH Company, but also comes with severe challenges. In the surging wave of the macroeconomy, TH Company needs to accurately observe the subtle waves of market demand, deeply analyze the internal texture of the cost structure, use innovation-driven as the oar and digital transformation as the sail, optimize the layout of marketing channels, and improve the efficiency of operation and management. It should precisely transform the surging potential energy of the industry's development into the source of enterprise economic benefits, navigate the market storms in the ups and downs of the economic cycle, and sail to the deep blue sea of value creation to achieve a double harvest of enterprise economic value and social value.

### 3.3. Industry Environment Analysis

Since 2013, China's medical device industry has been like a high-speed train, speeding on the golden growth track, and its market scale has continued to expand. It is expected to reach a new peak of 18414 billion yuan in 2025. Behind this is the continuous optimization and empowerment of industrial policies, from R&D subsidies to the construction of industrial parks, and the policy combination punches are precise and powerful. It is also driven by the public's increasingly hot demand for accurate diagnosis, from early disease screening to personalized medical plan customization, and the market demand is diversifying and upgrading. In this booming ecosystem, TH Company should keenly capture the cutting-edge technological trends, focus on product innovation and iteration, deeply cultivate the segmented market, strengthen brand building, ride the wave in the dividend period of industry growth, stand out in the fierce competition, shape the leading position in the industry, and lead the trend of innovation and development of the medical device industry.

## 4. Optimization Plan for Marketing Strategies of TH Company's Medical Device Products

### 4.1. Optimization of Marketing Strategies

1. Strengthen the Construction of Technical Teams

In the current era of rapid scientific and technological development, the technical team is the core engine of enterprise innovation. For TH Company, starting from the source of human resources recruitment is like carefully selecting high-quality seeds, which is the cornerstone of building an excellent technical team. In terms of optimizing the recruitment process, a comprehensive and detailed recruitment plan is indispensable. In the talent attraction stage, it is necessary to cast a wide net to tap potential outstanding talents in the industry; in the strict screening process, scientific evaluation methods and standards should be used to identify those with outstanding abilities; in the interview stage, multi-dimensional assessment scenarios

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202505_8(5).0054

should be set up to deeply examine the professional skills and comprehensive qualities of the applicants; in the employment stage, it is ensured that the person-post matching degree reaches the optimal level. Focus on product development and design capabilities to ensure the ability to develop advanced medical devices that meet market demand; strengthen communication skills to promote efficient internal and external communication within the team; improve coordination and teamwork skills to ensure the smooth progress of projects; pay attention to leadership to cultivate leaders for the long-term development of the team. Through this series of measures, continuous vitality will be injected into the company's technological innovation, enabling it to stand out in the fierce market competition with technological advantages.

2. Increase Investment in Product Innovation

The source of enterprise innovation mainly comes from the drive of customer market demand and the guidance of internal strategic planning. The two complement each other and jointly promote the enterprise to move forward on the road of innovation. TH Company accurately positions the target customer group and deeply understands their pain points and expectations in the medical scenario to customize the development of medical device products. In this way, the dependence and loyalty of customers to the company can be greatly enhanced, and the simple buying and selling relationship can be sublimated into a long-term and stable strategic cooperation alliance. From the perspective of market risk prevention and control, this close connection with customers can effectively reduce the impact of uncertain factors such as market demand fluctuations and technological iterations. At the same time, innovation and R&D based on customer needs can often accurately hit the market target, avoid blindly investing a large amount of resources in broad technological exploration, and thus reasonably control the company's R&D costs on the premise of ensuring the effectiveness of innovation, realize the efficient use of innovation resources, win a competitive opportunity for the company in the market, and shape a unique brand image.

## 4.2. Optimization of Price Strategies

1. Cut Procurement Costs

The procurement budget plays a key role in the enterprise cost management system, just like the regulator of the enterprise capital flow. Following the principle of reality, it requires the enterprise procurement team to comprehensively and thoroughly investigate the market supply situation, the trend of raw material prices and the dynamic changes of its own production needs when formulating the procurement plan. Based on accurate market predictions, a scientific, reasonable and forward-looking procurement plan should be formulated, and blind follow-up procurement or wrong decisions caused by information lag should be firmly eliminated. The principle of ample margin provides a safety barrier for the stable operation of the enterprise capital chain. In the process of enterprise operation, the smooth turnover of funds is a prerequisite for ensuring the orderly development of production and sales activities. Especially in the face of emergencies or market fluctuations, a moderately loose procurement budget can ensure that the enterprise has enough funds to respond flexibly, avoid the dilemma of production stagnation or supply chain breakage due to lack of funds, and thus maintain the stability and sustainability of enterprise operation, laying a solid foundation for the enterprise to develop steadily in the complex and changeable market environment.

2. Reduce Production Losses

Improving the product production integrity rate and reducing production losses are important ways for enterprises to optimize the cost structure and enhance product competitiveness. It is of far-reaching significance for TH Company to build a complete training system. The entry training lays a solid foundation of operation norms for new employees and enables them to quickly integrate into the production process; the on-the-job training focuses on the in-depth improvement of job skills to ensure that employees are proficient in the key points of the

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202505_8(5).0054

production process; the regular training keeps up with the cutting-edge of industry technology development and new production management concepts and continuously updates the knowledge and skill reserves of employees. In terms of process inspection and supervision, a strict quality inspection standard and a high-frequency patrol inspection system should be established to promptly discover and correct the deviations and defects in the production process. Regularly check the stability of the production process and the integrity rate of equipment, and use advanced detection equipment and technical means to ensure that the production process is always in the best operation state and the equipment performance is stable and reliable. By establishing a scientific and reasonable loss assessment and reward and punishment system, the loss responsibility and objectives of each production link are clearly defined, and employees are motivated to actively take energy-saving and consumption-reducing measures, forming an atmosphere of production optimization with full participation and full-process control, effectively reducing production costs and improving product market competitiveness.

## 4.3. Optimization of Channel Strategies

In today's globalized and diversified market pattern, the model of isolated enterprise development is difficult to adapt to the fierce competitive environment. Strengthening upstream, downstream and cross-field cooperation has become the only way for enterprises to break through the encirclement. TH Company is actively involved in this cooperation wave, establishing a close strategic partnership with suppliers to jointly optimize the raw material procurement process, reduce procurement costs, and ensure the stability and quality reliability of raw material supply; joining hands with distributors to create a win-win sales alliance, sharing market information and sales channel resources, and improving the market coverage and penetration depth of products. At the same time, crossing the traditional industry boundaries, it carries out cross-border cooperation with technology enterprises, medical service institutions, etc., integrating the advantageous resources of all parties. For example, cooperating with technology enterprises to introduce advanced information technology to improve the intelligence level of products and digital marketing capabilities; cooperating with medical service institutions to carry out clinical application research and product promotion activities to enhance the recognition and application effect of products in medical terminals. Through promoting in-depth exchanges and learning among enterprises, regularly holding industry forums, technical seminars and experience sharing meetings and other activities to build a platform for knowledge sharing and experience exchange, and promoting the overall coordinated development of the industry, injecting powerful impetus into the company's expansion of business channels and realization of sustainable development.

## 4.4. Optimization of Promotion Strategies

1. Establish the Awareness of Full-Staff Marketing Service

In the modern enterprise marketing concept, the establishment of the full-staff marketing service awareness is a key factor for enterprises to enhance market competitiveness. TH Company is making every effort to build a full-staff marketing service system, breaking down the barriers and estrangement between traditional departments and reshaping the internal collaborative ecology of the enterprise. Marketing and service are not the exclusive functions of the marketing department, but run through all aspects of enterprise operation and require the joint efforts of various departments such as R&D, production, finance and human resources. The R&D department integrates market demand and customer experience elements into the product design stage to ensure that the product has market competitiveness; the production department strictly controls product quality to win customer trust with high-quality products; the finance department optimizes cost control and fund management to provide financial support for marketing service activities; the human resources department cultivates and introduces talents with marketing service awareness to enrich the enterprise talent team. When all employees can deeply understand and actively practice the marketing service concept, the enterprise's image in the market will be more three-dimensional and plump, and the market conversion rate, customer acquisition rate and repurchase rate of products will also increase significantly, forming a virtuous circle of sustainable enterprise development.

2. Formulate Supporting Institutional Measures

It is of great importance for TH Company to establish a comprehensive system of institutions and management measures covering the assessment of all departments in order to achieve a comprehensive improvement in service quality. This system should clearly define the responsibilities and tasks of each department in the marketing service process, formulate quantitative service quality assessment indicators and evaluation standards to ensure that every link of service work has rules to follow and evidence to rely on. For example, strictly assess key indicators such as customer response time, problem-solving satisfaction, and product delivery timeliness. Through a sound incentive mechanism, material rewards and spiritual recognition are given to departments and employees with excellent service performance to stimulate their enthusiasm and initiative to improve service levels; at the same time, targeted training and guidance are provided to departments and employees who fail to meet the standards to help them improve. In the process of system implementation, strengthen the construction of the supervision and feedback mechanism, regularly check and evaluate the implementation of the system, and promptly discover and solve the problems arising in the process of system operation to ensure the effectiveness and authority of the system and promote the continuous optimization and upgrading of the enterprise service quality.

3. Build a Customer Feedback Mechanism

Customer feedback is the core basis for enterprises to gain insight into market demand and improve service quality. TH Company's setting of mid-year and year-end customer satisfaction surveys is a scientific and effective market research method. In the process of the survey implementation, diverse survey methods such as online questionnaires, telephone interviews and on-site visits should be used to ensure that the opinions and suggestions of different types of customers can be widely collected. Conduct in-depth and detailed data analysis on the survey results, and use data mining technology and statistical analysis methods to dig out the potential needs and root causes of problems behind customer feedback. For example, find out the direction of product improvement by analyzing customers' evaluations of product functions, performance, ease of operation, etc.; optimize the service process and improve the quality of service personnel according to customers' feedback on service attitude, response speed, after-sales support, etc. Based on the results of analysis and summary, formulate a detailed improvement plan and timetable, clarify the responsible departments and responsible persons, ensure that service problems can be effectively solved in a timely manner, achieve continuous improvement of service quality, and enhance customer satisfaction and loyalty.

## 5. Implementation Guarantees for the Marketing Strategies of TH Company's Medical Device Products

### 5.1. Technical Guarantee

In the technology - intensive medical device industry, technical guarantee is a key pillar for enterprises to maintain their core competitiveness. TH Company attaches great importance to independent research and development, continuously increases R & D investment, and cultivates the innovation ability and technical strength of its internal R & D team. It actively carries out domestic and international technical cooperation and transfer activities, and establishes close cooperative relations with well - known international medical device enterprises and scientific research institutions. Through various means such as technology introduction, joint research and development, and talent exchange, it can quickly obtain cutting - edge technologies and advanced concepts in the industry and efficiently absorb and transform them into its own technical advantages. In terms of professional technical talents, the company implements an active talent introduction strategy, formulates an attractive salary and welfare system and career development plan to attract outstanding technical talents from all over the world to join. At the same time, it pays attention to the cultivation and promotion of internal talents, establishes a complete training system and technical promotion channels, and encourages employees to keep learning and innovating. Through this series of technical guarantee measures, the company builds a solid technical barrier, provides a powerful technical driving force for the effective implementation of marketing strategies, ensures that the company always maintains a leading position in technology in the market competition, and leads the trend of industry technology development.

## 5.2. Facility Guarantee

To meet the needs of the rapid development and technological iteration of the medical device industry, TH Company vigorously improves its R & D and innovation capabilities and forms a professional scientific research team to focus on R & D in emerging fields. In terms of facility guarantee, a special team is set up to be responsible for the investigation and research of R & D facilities such as laboratories, physical equipment, and monitoring equipment to ensure the advancement and applicability of R & D facilities. For laboratory construction, high - precision experimental instruments and equipment are equipped according to different R & D directions and project requirements to create a good experimental environment and conditions. In terms of the procurement of physical equipment and monitoring equipment, suppliers are strictly screened, and products with leading industry technology and reliable quality assurance are selected to ensure that the equipment has stable performance and high accuracy and can meet various testing and monitoring needs in the R & D process. Through a perfect facility guarantee system, strong hardware support is provided for the scientific research team, ensuring the efficient and smooth progress of R & D work, laying a solid foundation for the company to launch innovative and competitive medical device products, and ensuring that the marketing strategy can be effectively implemented in the product R & D link.

## 5.3. Internal Control Guarantee

In the process of enterprise operation and management, internal control guarantee is the cornerstone of the stable development of enterprises. TH Company has established a professional internal audit institution, whose responsibilities cover all aspects of comprehensively evaluating and analyzing operation and capital risks. By establishing a scientific risk assessment model and early - warning mechanism, it conducts real - time monitoring and analysis of potential risks in key links of enterprise production, sales, finance, human resources, etc., identifies risk factors in advance, and formulates corresponding risk response strategies. In the operation process of the internal audit department, under the direct leadership of the chief financial officer, it regularly reports the internal control situation to the company's management, elaborating on the problems, risk points and improvement suggestions found in the audit process. It strictly checks and evaluates the construction and implementation of the company's internal control system to ensure that various internal control systems are effectively implemented; it deeply checks the implementation of risk control processes and other business processes, promptly discovers loopholes and defects in the processes, and urges relevant departments to rectify and improve. At the same time, external consulting companies are introduced to assist in internal audit consulting work. With the rich experience and independent perspective of external professional institutions, the fairness and independence of the evaluation results are ensured, and the internal control and operation risk status of the enterprise are truly and accurately reflected. The financial analysis

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202505_8(5).0054

meeting held by the finance department every month comprehensively and deeply reports and analyzes the company's financial expenditures and capital utilization, providing timely and accurate financial data support and risk early - warning for enterprise operation decisions, ensuring the financial stability in the implementation process of the marketing strategy, and ensuring that the enterprise achieves its strategic goals under the premise of controllable risks.

## 6. Conclusions and Prospects

Under the current policy and market environment, the volume - based procurement policy has squeezed the profit margins of medical device enterprises, and enterprises need to explore new strategies for development. This study takes TH Company as a sample to explore the optimization of marketing strategies and has achieved certain results. However, due to the particularity of the medical industry, the innovation of TH Company, and the singularity of research methods, the universality and applicability of relevant conclusions need to be verified. In the future, the deepening of the volume - based procurement policy will bring more opportunities and challenges, and it is expected to stimulate more research results on medical device marketing strategies, providing theoretical support and practical guidance for the industry, promoting the development of the industry, and improving the level of medical services.

## References

[1] Sun Yiwen, Wang Lizhen, Xiao Xiaolan. Research on the Innovation of Marketing Strategies Driven by Artificial Intelligence [J]. China Journal of Commerce, 2024, 33(23): 33 - 36.

[2] Zhou Zhijuan. Optimization of Marketing Strategies of Pharmaceutical Enterprises in China under the Background of the Development of the Big Health Industry [J]. China Market, 2024, (23): 105 - 108.

[3] Xu Hua, Wang Zhongyan. Research on the Curriculum Reform of "Pharmaceutical Marketing" Based on the Pharmaceutical Market Environment and Post - Vocational Competence [J]. Journal of Zunyi Normal University, 2024, 26(03): 120 - 122 + 127.

[4] Ma Jie. Research on Enterprise Marketing Strategies [J]. Contemporary Economics, 2014, (15): 70 - 71.