



## Newsletter SEPT 2007

Subject: Short term vs. Long term

As a company operating in the healthcare industry, Curas is often confronted with - or given - the choice of short term solutions.

We rarely enter into anything with only a short term prospect.

Looking at the global healthcare market, whether you are a nurse, or a product manufacturer, or a national sales company representative - one will easily notice some or all of the long term characteristics of our particular field of activities.

At Curas we observe, more often than not, that our market features slower decision making processes and longer product lifetimes than other markets. For example:

- Product Life Circle (PLC) is particularly long in healthcare; many products used in modern healthcare are 15+ years old.
- Public Tender contracts now often run for one, two or even three years, sometimes extended by another year if it suits the proprietor.
- Development of new products can take five or more years before commercialization begins and return on investment starts.
- Relationships between manufacturers and distributors, as well as between national distributors and healthcare providers, are often decades old - and still being developed and improved.

Where some companies and individuals are concerned, this inherently long-term-dominated market does not suit everyone. However, for Curas, we definitely prefer it. We like it because it comes naturally to us to base our values and subsequent actions on lasting issues instead of short-term opportunism.

In a healthcare market dominated by the respect of the individual patient, nurse or relative, it comes as a logical consequence that we have to think and act in a long term way.



Our dedication to our brand, based on robust partnerships, real product quality and a determination to support and invest in the market and its people, for the long haul, is what makes Curas unique.

■  
Europe

Curas Ltd. (HQ)  
289 Coronation Road  
Southville, Bristol BS3 1RT  
England  
Phone +44 7796 338 585

■  
Asia Pacific

Representative Office  
88-27-1, Persiaran Gurney  
10250 Penang,  
Malaysia  
Phone +60 4227 4163

■  
Worldwide

[info@curascare.com](mailto:info@curascare.com)  
[www.curascare.com](http://www.curascare.com)