



PAIN RELIEF RADIOFREQUENCY ABLATION MARKET SNAPSHOT



RUSSIA

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Is there a pain relief market in Russia?

In recent years, the number of patients with pain of various localization has been growing. Specialists from pain treatment clinics come to help such patients.

Chronic pain is called pain that lasts for more than 3 months. This condition affects 20% of the World's population, which is every 5th inhabitant of the planet. The leading three chronic pain syndromes: headache, joint pain and back pain.

In 1961, the first pain clinic was established in the United States, which brought together specialists who are well aware of the nature of pain syndromes, the mechanisms of their occurrence and formation, methods of diagnosis and treatment. The concept of these clinics is that the pain syndrome is not considered as a concomitant symptom, but as a disease that deserves close attention.

This is a fairly new idea for Russia. About 5 years ago, modern clinics using high-tech methods began to appear. There are not many of them yet, and not all patients and even doctors know about the existence of such clinics. According to the Association for interventional pain management, Russia now has about 15-20 full-fledged clinics with high-tech equipment. While in the US there are about 3000, in Spain and Israel-150-200.

What is holding back the growth of the pain relief market?

In a number of countries, such as the United States, Israel, and Ireland, this is a separate specialty. There is no such specialty in Russia yet. One of the main goals of the Russian Association for interventional pain management is that it should appear in Russia as well. Now pain syndromes are mainly dealt with by doctors: anesthesiologists, neurologists, neurosurgeons or orthopedists.

In 2019, the Russian government was addressed a resolution on the need to create pain treatment services in major hospitals in the country. This was followed by a round table session in the State Duma devoted to legislative aspects of treatment of patients with chronic pain syndromes. It is necessary to create a legal framework to ensure the safety of patients and doctors in the treatment of chronic pain. We need to develop tariffs for analgesic care so that it can be provided to people within the framework of the MHI, and we need to create educational centers to train specialists. In the near future, Russia plans to introduce three levels of care – pain rooms at polyclinics, where patients with moderate severity can be sent to pain clinics for further examination and therapy, while severe pain syndromes will be dealt with by pain centers and departments based on multidisciplinary clinics

Private stakeholders at the Pain Market

Private clinics are also developing this niche. Some specialize in the treatment of pain of certain localities, while others struggle with chronic pain of various types.

The demand for specialized services, even indirectly, is confirmed by Yandex statistics. Monthly users enter the query "pain treatment" 186.7 thousand times, the phrase "pain treatment" - 64.3

thousand, "pain causes treatment" - 59.8 thousand. For comparison, one of the most popular plastic surgeries – breast augmentation-is requested 55.5 thousand times a month on the same resource.

The niche includes both interregional networks, such as Alfa health Center, and local ones, such as Medica group of companies in Saint Petersburg.

The pain management clinic itself is interesting for future franchisees

Private clinics estimate the profitability of such centers at 6% in the first year of operation and up to 32% in the third. Thus, the cost of radiofrequency ablation ranges from 30 to 50 thousand rubles.

Radiofrequency market drivers

The following circumstances could move the market forward:

1. Clinical guidelines for RF ablation;
2. Reimbursement for obligatory medical insurance;
3. Standards of work for Chronic Pain Centers and implementation of 3-level care;
4. Education centers
5. New market players and registration of new RF products;
6. Expanding of Chronic Pain Centers in regions other than Moscow and Petersburg;
7. Leasing schemes and financial terms attractive for private hospitals;
8. New approach of procurement – Lifecycle Contracts.

RF device used in Russia

In Russia the following models of RF ablation are used:



RFG-3CPLUS (Medtronic, USA),



Electrothermal20S SpineSystem (Smith&nephew, Britain)



Interventional spine MultiGenRF Console (Stryker, USA)

According to Russian experts, the effectiveness of the procedure does not depend on the generator model. However, doctors note that the latest generation models are much more convenient to use, thanks to interactive displays, the ability to create a template for the parameters of the procedure being performed, and save the data of operated patients in memory, which greatly simplifies the work of the surgeon.

Public procurement for RFA

Most public procurement was won with Cosman product (BSC). The price varied from 1 498 460RUR to 7 986 600RUR and could depend from the region – Moscow procurement prices were higher. The average price for the device was 3 956 511RUR.

City	Hospital	Vendo	Year	Price
Moscow	City clinical hospital named by Konchalovsky	BSC	2018	2 793 600,00 ₺
Kirov	Procurement of Regional MoH	BSC	2018	4 387 300,00 ₺
Novokuznetsk	Clinical hospital #29	BSC	2018	4 794 481,78 ₺
Perm	Clinical hospital #4	BSC	2018	2 713 000,00 ₺
Murmansk	Procurement of Regional MoH	BSC	2017	4 041 698,04 ₺
Rostov	Clinical hospital #2	BSC	2017	4 342 833,33 ₺
Nizhny Novgorod	Regional clinical hospital	BSC	2017	4 700 000,00 ₺
Moscow	FMBA	BSC	2016	4 304 790,00 ₺
StPetersburg	Institute of Emergency care named by Dzhanelodze	BSC	2016	4 000 000,00 ₺
Moscow	Institute of Emergency healthcare	BSC	2014	7 986 600,00 ₺
Nizhny Tagil	City hospital #4	BSC	2014	1 498 460,00 ₺
StPetersburg	RNIITO named by Vredena	BSC	2014	3 149 387,50 ₺
Moscow	President's Clinic #1	Stryker	2014	2 722 500,00 ₺
				3 956 511,59 ₺

Public procurement for spare parts

City	Hospital	V	Year	Price
Cheboksary	Center of traumatology and orthopedics	BSC	2020	1 752 906,37 ₺
Khabarovsk	Regional clinical hospital #2	BSC	2019	229 720,00 ₺
Kirov	Procurement of Regional MoH	BSC	2019	584 813,24 ₺
Moscow	State Clinical Hospital #1	BSC	2019	1 002 970,00 ₺
StPetersburg	Center of Emergency and Radiosurgery named by Nikiforov	BSC	2019	2 201 400,00 ₺
Kirov	Procurement of Regional MoH	BSC	2018	1 208 331,00 ₺
Perm	Clinical hospital #4	BSC	2018	799 308,00 ₺
StPetersburg	Center of Emergency and Radiosurgery named by Nikiforov	BSC	2018	975 750,00 ₺
StPetersburg	Center of Emergency and Radiosurgery named by Nikiforov	BSC	2018	252 374,60 ₺
Kirov	Procurement of Regional MoH	BSC	2017	297 000,00 ₺
Rostov	Clinical hospital #2	BSC	2017	756 600,00 ₺
StPetersburg	Pulmonology Institute	BSC	2017	511 671,00 ₺
StPetersburg	Center of Emergency and Radiosurgery named by Nikiforov	BSC	2017	141 033,60 ₺
Ufa	Clinical hospital named by Kuvatov	BSC	2017	5 574 194,00 ₺
Khabarovsk	Regional clinical hospital #2	BSC	2016	497 999,33 ₺
Moscow	Scientific center of neurology	n/a	2016	644 943,75 ₺
StPetersburg	Center of Emergency and Radiosurgery named by Nikiforov	BSC	2016	56 300,00 ₺
Moscow	Sechenov Academy	BSC	2014	524 777,00 ₺

List of users and customers

City	Hospital	Type
Kirov	Procurement of Regional MoH	public
Moscow	City clinical hospital named by Konchalovsky	public
Moscow	FMBA	public
Moscow	Institute of Emergency healthcare	public
Moscow	President's Clinic #1	private
Moscow	Center of vertebral pathology named by Baklanov	private
Moscow	State hospital named by Udin	public
Moscow	Usupov hospital	private
Moscow	Kurare surgical hospital	private
Moscow	Medical center named by Malysheva	private
Moscow	CELT	private
Moscow	City clinical hospital #1	public
Moscow	EMC	private
Moscow	City clinical hospital named by Vinogradov	public
Moscow	Pirogov's Medical university clinic	public
Moscow	Dr Koss's clinic	private
Moscow	Pain therapy clinic	private
Moscow	City clinical hospital #52	public
Moscow	Scientific surgery center named by Petrovsky	public
Moscow	General pathology and pathophysiology, laboratory of fundamental and app	public
Moscow	Sesil	private
Moscow	OAO Medicin	private
Moscow	Re-Clinic	private
Moscow	SMClinic	private
Moscow	Clinical hospital at Yauza	private
Murmansk	Procurement of Regional MoH	public
Nizhny Novgorod	Regional clinical hospital	public
Nizhny Tagil	City hospital #4	public
Novokuznetzk	Clinical hospital #29	public
Omsk	Euromed	private
Perm	Clinical hospital #4	public
Rostov	Clinical hospital #2	public
StPetersburg	Institute of Emergency care named by Dzhenelodze	public
StPetersburg	RNIITO named by Vredena	public
StPetersburg	City hospital #4	public
Moscow	City hospital #67	public
Moscow	Central clinical hospital of Academy of Science	public
Cheboksary		public
Khabarovsk	Regional clinical hospital #2	public
StPetersburg	Center of Emergency and Radiosurgery named by Nikiforov	public
StPetersburg	Pulmonology Institute	public
Ufa	Clinical hospital named by Kuvatov	public
Moscow	Sechenov Academy	public
Rostov	Clinical hospital #2	public
Moscow	AXIS Clinic	private
StPetersburg	MEDICA pain relief clinic	private