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## **For Immediate Release**

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# **Grey House Publishing announces the First Edition of *Medical Device Market Place, 2017***

Grey House Publishing is proud to announce the 2017 edition of *Medical Device Market Place*, the first in a brand new series. This work fills an information gap in the medical device industry with detailed profiles of FDA-registered medical device manufacturers and their products. Despite its size, the two-volume MDMP is divided into eight sections for clarity and ease of use.

Medical Device Market Place, 2017 consists of 4,406 medical device listings. These products and services are highly organized in various ways to provide the most convenient format for users. Readers can search by device or manufacturer, the directory includes over 13,000 companies with contact information within multiple indexes. Additionally, there are 1,100 keywords for easy searching; some keywords included are, *Absorber, Elevator, Oxygen Mask, Prosthesis and Sterilization Wrap*. Users will also find an index sorted by the 19 FDA medical specialty categories, which include devices arranged according to medical fields. Some categories include *Cardiovascular, General & Plastic Surgery, Hematology, Microbiology, Obstetrics & Gynecology, and Radiology*.

Volume 1 is broken up into six sections, beginning with a **Medical Device Specialty Index**, which lists device names under an FDA medical specialty category. The following index is the **Keyword Index**, which lists products by key words, allowing for convenient grouping of common product names, for example, all types of “monitors” are all grouped together under that name. The Next section is the **Product Directory**, which lists all medical devices, including manufacturer’s name, address, and phone number. Section four is the **Geographical Index**, which lists companies present in the Manufacturer Profile (Volume 2) according to geographic location. These listings are by state, then by city or municipality, with Canada and Mexico listed separately. The fifth index is the **Trademarked Name Index**, which lists trademarked products by their trademarked name, followed by their manufacturers. This section includes both registered and non-registered trademarks. The sixth and final section in Volume 1 is the **Subsidiary Index**, listing owner/parent companies, followed by their subsidiaries. All sections are arranged alphabetically.

In addition, the Medical Device Specialty Index, Keyword Index, and Product Directory include unique 3-character codes designated by the FDA for each medical device listed and certain manufacturer services. This coding system is used by the FDA for device regulation, manufacturer registration and listing, new-product approval, and product recall and risk notification. These codes are included in *Medical Device Market Place* to assist users with inventory, filing, and ordering systems, and to provide an interface compatible with FDA data.

Volume 2 is broken up into two sections, the first being **Manufacturer Profiles**. This section lists thousands of FDA-registered manufacturers of medical devices in alphabetical order, including detailed company information, such as address and phone number, their seven-digit FDA number, company website, email address, medical-product sales volume (where applicable), annual revenue, and year founded. Other information in the manufacturer profiles includes quality system registration, stock symbols, the names and titles of key executives, and much more. Following the company profile, users will find a list of products. The second section in Volume 2 is the **Executive Name Index**, which lists alphabetically all 25,598 key executives in the MDMP and the page number they appear on with their affiliated company.

The 2017 *Medical Device Market Place*, with its wealth of information and detailed listings, is sure to be a much-used tool, whether by medical professionals, hospital purchasing agents, or the marketing department of medical device manufacturers.

### **Online Database**

All buyers of the 2017 print edition of *The Directory of Mail Order Catalogs* receive three month's free access to Grey House's online database platform at <http://gold.greyhouse.com>. Subscribers have access to all of the business-building details provided in the print volume, but are able to search by geographic area, printing information, key contacts, sales volumes, employee size, keyword, and so much more, making research time quick and easy. Additionally, subscribers can download contact sheets to create their own mailing list of sales leads. Visit the site or call 800-562-2139 to set up a free demo of the online database.

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### *Medical Device Register, 2013*

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