



**KR WOLFE** Inc.

## **Why Medical Equipment Manufacturers Are Accelerating Their Shift to Third-Party Field Services**

By Wade Brewer, Field Service Business Unit Manager

Healthcare is evolving at a rapid pace, and with it, the demand for advanced medical devices continues to rise. As chronic diseases increase and surgical procedures become more common, providers need safe, effective technology they can rely on every day. At the same time, hospitals and clinics are calling for faster installations, reliable uptime, and cost-effective service solutions. To keep pace, original equipment manufacturers (OEMs) are increasingly turning to third-party [field service](#) partners to ensure their products are installed, maintained, and supported with precision.

### **Outsourced Demand for Global Medical Devices Is Soaring**

The global medical device outsourcing market is booming—from approximately US \$128.8 billion in 2023 to forecasts of \$180–\$181 billion in 2025, and up to \$525 billion by 2034, with a compound annual growth rate (CAGR) hovering around 12–13%. (Precedence Research)

### **Third party Field Service providers offer:**

#### **1. Focus on Core Innovation**

By outsourcing installation and service operations, OEMs free up valuable resources to focus on what they do best: research, development, and regulatory excellence. This shift allows manufacturers to accelerate innovation and bring new technologies to market while knowing their products are in expert hands once deployed.

#### **2. Agility in a Fast-Moving Market**

Healthcare providers can't afford downtime. New device launches, software upgrades, and facility expansions require service teams that can mobilize quickly. Third-party field service partners bring the agility OEMs need, offering **flexible staffing** and

**nationwide coverage** that allow for rapid deployment without the burden of building in-house teams in every region.

### 3. **Cost-Efficiency Without Compromise**

Maintaining a large, permanent field service staff is expensive. Training, certifications, travel, and benefits all add up. By outsourcing, OEMs gain **predictable costs** and the **ability to scale** service as demand fluctuates — whether that's supporting a major hospital rollout or handling routine maintenance across multiple sites.

### 4. **Access to Specialized Expertise**

Third-party providers often work across a wide range of medical devices, from imaging systems to patient monitoring technologies. Their cross-platform expertise enhances troubleshooting, speeds up repair times, and ensures compliance with evolving industry standards. This depth of experience allows OEMs to elevate the level of service OEMs can deliver to healthcare providers.

### 5. **Enhanced Coverage and Customer Experience**

Healthcare facilities are spread across both urban and rural areas, and OEMs need the ability to serve them all. Third-party service partners extend geographic reach, ensuring consistent support where and when it's needed. This broad coverage not only reduces downtime but also strengthens customer confidence in the OEM's brand.

OEMs that embrace third-party field service partnerships position themselves to meet this demand with agility, efficiency, and confidence. It's a model that benefits everyone: manufacturers, healthcare providers, and most importantly, the patients whose lives depend on these technologies.