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Innovation in Health Care: Study of the increase of use of Positron Emission Tomography (PET) in Sao Paulo

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The increase of diagnostic equipment using radio pharmacies is creating a promising market over the next few years, offering early diagnosis for diseases such as cancer. This study analyzes the situation in Brazil of Positron Emission Tomography (PET) especially in Sao Paulo city and 18F-FDG radio pharmacy demand by hospitals. The government role in diffusion of new technologies in the health care area is relevant in a social context and should be capable of preparing a new market that nowadays is consolidated in many countries. In this research, interviews were conducted with managers of radio pharmacy production centers, head of hospitals that demand radio pharmacy and specialists in the area. We concluded that the attempts to promote the technique to other regions of the country demands not only a creation of an efficient and reliable production structure as well as exam cover.

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