

# Gore Medical



Hybrid Offering	
<b>Brief description</b>	Gore Medical combines medical products with training and web-based materials for physicians and patients.
<b>Hybrid offering's industry</b>	Healthcare
Company details	
<b>W. L. Gore &amp; Associates, Inc.</b> <a href="http://www.gore.com">www.gore.com</a>	Founded in 1958, W. L. Gore & Associates is a global conglomerate with approx. 8,000 employees in more than 45 locations around the world. In 2009, the company ranked 15th on Fortune magazine's "100 Best Companies to Work for in America" list.
<b>Company's industry</b>	Conglomerate
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The medical division of Gore provides such products as bio-absorbable devices, synthetic vascular grafts, interventional devices, endovascular stent-grafts, unique materials for hernia repair, and sutures for use in vascular, cardiac, general surgery and orthopaedic procedures.
<b>Service dimension</b>	For physicians, nurses and hospital staff, Gore offers training and webcasts on new therapies, workshops, and symposia. For patients and their families, Gore offers internet-based programs and literature on treatment options for aortic aneurysms, peripheral vascular disease, atrial septal defects, and Hernias.
<b>Other links</b>	<a href="http://www.goremedical.com/">http://www.goremedical.com/</a>
Other Crucial Dimensions	
<b>Community as service</b>	No
<b>Target market</b>	B2C, B2B
<b>Revenue model</b>	Pay per product

## Images

Product dimension



Service Dimension

