

## Rafael Madke

Grupo RPH



**GRUPORPH**  
O amanhã que  
o hoje merece

“ I saw an opportunity to change Brazil's medical device and imaging industry for the better. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Healthcare
<b>YEAR SELECTED</b>	2014
<b>WEBSITE</b>	<a href="http://www.gruporph.com.br">www.gruporph.com.br</a>

### COMPANY SNAPSHOT

Grupo RPH has the power to bring Brazil's medical imaging techniques to electric new heights. The company sells cold kits, which are connected to radioactive products that illuminate patients' organs under scans, creating precise, dynamic images that aid in medical diagnosis and treatment. Until recently, the Brazilian government dominated the highly regulated, US\$80 million nuclear medical market, leading to inefficient business practices and stagnant growth. Grupo RPH is the first private company in Brazil licensed to manufacture and sell cold kits, and has already signed on major clients such as Hospital Sírio Libanês, Albert Einstein Hospital, and Beneficência Portuguesa.