[redacted]

Slide 1: Context

- China has historically had issues regarding access to Modern Medicine, as, for most of modern Chinese history, Western medicine has been out of reach for consumers. In 2003-2007, the Chinese government ~~instituted~~ gave health insurance to certain urban residents. However, this healthcare is limited to generally less advanced gov't approved drugs, meaning Wei Zexi was ineligible.
- China has various kinds of hospitals: rural clinics ~~[illegible]~~ and numbered tiers of urban hospitals. Generally, the most modern western medicine is available in urban hospitals. ~~[illegible]~~ After the implementation of "Socialism with Chinese characteristics" and the Deng Xiaoping liberalization.
- The ~~[illegible]~~ web search advertizing sector has increased in China from 0.05 Billion CNY in 2001 to an estimated 24.6 Billion CNY in 2017. This is a lucrative market. Simultaneously, between 2004 & 2008, Baidu's market share has increased ~~[illegible]~~ from 33% to 73%. 95% of Baidu's business depends on web advertizing
- ~~[illegible]~~ The Chinese government has relatively strict advertizing guidelines for companies. Article 16 claims that ~~[illegible]~~ pharmaceuticals must not make "assertions or guarantees regarding efficacy or safety. However, Wei Zexi was NOT quoted his efficacy rate by an advertizer, instead he heard it from Director Li ~~[illegible]~~ who he listened to. Foreign & Domestic pharmaceutical companies have historically paid well connected medical professionals to informally advertize their products.
- China has a Great Firewall. Hence, Wei Zexi could not look ~~[illegible]~~ at U.S. Sources on the pharmaceutical. However, the firewall can be bypassed by a VPN or talking to a foreigner,
- so ~~[illegible]~~ it is semi-permeable.
- Historically, google paid $500 million ~~[illegible]~~ fine to Canada regarding misleading marketing