

Strategy Consultants for MedTech Industry Leaders

Our staff of physicians, scientists, engineers, and business people have analyzed markets and opportunities for well over 1,000 medtech products in virtually every clinical specialty.

Our Experience Spans the Range of Product Types

Capital Equipment

- Monitors
- Robotics
- Infusion pumps
- Ablation technologies
- Lasers
- Imaging
- Service contracts
- Software applications

Single-Use

- Surgical instruments
- Interventional products
- Nursing supplies such as catheters and syringes
- Implants
- Combination products
- Drug delivery technologies

We Understand the Breadth of Settings in which Devices are Utilized

Hospitals

- Hospital purchasing committees
- C-suite influencers and hospital budgeting
- Clinician influencers
- GPO, IDN, and corporate contracts
- Hospital economics
- IT integration

Alternate Site

- Differing incentives by setting: physician office, ASCs, DME/home health
- Participation in bundled contracts
- Salesforce organization and effectiveness
- Distributor influence

We Deliver Pragmatic Strategies and Realistic Forecasts.

- Efficiently evaluate market opportunities by developing a thorough understanding of a product's most compelling value proposition(s).
- Provide insights into how the changing landscape of delivery, reimbursement, and regulatory issues affect market potential.
- Determine which clinical applications to target with potent platform technologies.
- Segment customers and understand adoption drivers by customer segment to optimize positioning and salesforce deployment.
- Understand the role of economics in hospital and physician decision-making to build compelling economic arguments for products and develop persuasive selling tools.
- Develop realistic forecasts based upon a rigorous understanding of unmet needs, patient referral patterns, competitors, various decision-makers and often dysfunctional economic incentives.
- Identify the most promising international markets for rapid adoption of new technologies.