

Strategists for Navigating the Spine Market



Business Strategy

- Orthopedics franchise strategy for a major instrument manufacturer seeking growth opportunities. Screened and prioritized the most attractive innovations in orthopedic devices for potential acquisitions.
- Five-year strategy for novel orthobiologic in spine and trauma indications, including product positioning.
- Strategic prioritization of applications and performance requirements in spine for a novel orthobiomaterials technology business strategy.
- Business strategy for early-stage intraoperative nerve monitoring device (IOM) company focused on spine.
- Evaluation of early-stage company's portfolio of biomaterials products for spine and orthopedic implant surgery and commercial strategy development.
- Business plan development for early stage company with novel power tools for spine, reconstruction, sports medicine, and trauma indications.



Market Opportunity Assessment

- Revenue forecast for global image-guided surgery system use in spinal procedure.
- Spine and orthopedics reconstruction market assessment for US, EU and Japan markets.
- Opportunity assessment for microsurgical blade applications in spine surgery.
- Evaluation of percutaneous sheath access device for vertebroplasty and kyphoplasty procedures.
- Key influencer mapping study for pain management in joint arthroplasty and spine surgery.
- Product positioning study for a novel pain drug targeting radiculopathy.
- Commercial evaluation of an implantable spinal cord stimulator.
- Assessment of the clinical and market value of two combination pharmaceutical products for management of sciatica pain from disc herniation.
- Opportunity assessment for two different DME ortho/spine companies, including business model evaluations.



Cost Effectiveness/Market Access

- Assessment of price and volume potential of a novel polymer conduit for nerve and spinal cord repair/regrowth.
- Global assessment of the reimbursement dynamics and cost-effectiveness for vertebroplasty and kyphoplasty procedures.
- Reimbursement strategy for novel diagnostic device for cervical and lumbar pain.
- Assessment of pricing and clinical data impact on adoption of a novel depot formulation for post-op pain in spine and joint replacement surgery.
- Global assessment of clinical development and reimbursement hurdles for implantable pain pumps and epidural and spinal PCA.
- Cost effectiveness and product positioning study for an early stage investment in disposable spine and orthopedic instruments.



M&A Strategy and Due Diligence

- Due diligence of mid-tier spine and joint company.
- Rapid due diligence in the orthobiomaterials space to understand product selection drivers, key trends, and commercial potential of the asset.
- Company assessment for an investor considering an acquisition of a contract manufacturing company with orthopedic and spine implants and instruments, including forecasting growth, analyzing competitive dynamics, and assessing regulatory and reimbursement challenges.
- Acquisition evaluation of emerging minimally invasive products and techniques for spine.
- Evaluation of two potential targets in the orthopedics and sports medicine space for a large PE firm. Products included orthobiomaterials and spine implants. Forecasted market potential and evaluated product supply and regulatory threats, as well as potential synergies between these two companies.