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

Our expertise spans the range of product types and the breadth of settings in which devices are utilized.

### Product Types

#### Capital Equipment
- Monitoring devices
- Robotics
- Infusion
- Ablation technologies
- Laser technologies
- Imaging
- Service contracts
- Software applications

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

### Care Venues

#### 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

Our deep working knowledge of the healthcare industry, customer, and market trends enables us to 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.
- Identify the most promising international markets for rapid adoption of new technologies.