

Strategy Consultants for MedTech Industry Leaders

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.

