

Extensive Experience in Orthobiomaterials



Product and Segment Strategy

- Analyzed the evolving contracting environment for a portfolio of orthobiologics to develop recommendations for a risk-sharing contracting strategy. Considered the shift in orthopedics and spine reimbursement towards bundled payments and global capitation, as well as the affinity for risk-sharing across different types of hospital customers.
- Identified several strategic alternatives for an orthopedics materials company; evaluated the company's top five opportunities to assess the relative technical feasibility, commercial potential, and prospective partnerships.
- Examined the market potential for a range of orthopedic bioresorbable polymeric products to guide the product development focus of an R&D company.



Market Assessment

- Assessed the orthopedics landscape across multiple geographies (i.e., US, Europe, Japan) to determine which segments offered the most attractive opportunities for a client eager to build its orthopedics franchise.
- Evaluated the market landscape for cartilage repair and regeneration to gauge the potential for a cartilage repair device in the UK, US, and Germany. Investigated how product adoption could be improved in Germany and the UK, and outlined tactics to market this product to sports and joint orthopedic surgeons in the US.
- Assessed the market opportunity for a novel cartilage repair technology. This involved interviews with physicians, payers and coders to identify relevant patient populations. We determined an economically justifiable pricing strategy based on these target populations.



Diligence Support

- Executed a thorough diligence review of the dental biomaterials and neurosurgical sealant markets with a focus on two particular companies. The final report integrated review of biomaterials companies and discussion of potential synergies, including identification of other potential deal partners.
- Conducted a rapid due diligence in the orthobiomaterials space for a financial investor to understand product selection drivers, key trends, and commercial potential of the asset. The analysis included a detailed evaluation on the competitive landscape and quality of clinical data supporting the use of orthobiomaterials.
- Provided recommendations on the key growth opportunities and investment risks associated with a potential acquisition of a mid-sized orthopedics company by a large diversified chemical company seeking to enter the medical device industry.