

Part 1: Should Company X Invest in Development of a Surgical Product?

US Opportunity Evaluation



- Early stage product for use across surgical procedures and specialties
- Our client needed to evaluate if the revenue potential justified R&D costs
- Required understanding when and why products are (and are not) used, and the concept's competitive advantage versus marketed and pipeline products

Health Advances Approach



- Focusing initially on the US, conduct detailed secondary research quantifying the procedure volume by surgical approach (open, lap, robotic)
- Clinical literature and product pipeline review to map the current competitive state
- In-depth interviews to validate secondary research including competitive state, project trends, and assess the product's potential

Outcome



- Deep understanding of drivers and barriers to adoption, market growth, and the product's market share potential
- Estimate of the US opportunity both in terms of share gain and market expansion

Part 2: Should Company X Invest in Development of a Surgical Product?

EU Opportunity Evaluation



- Evaluate how the addition of European revenue potential, impacts the recommendation by exploring the US and EU combined ROI potential
- Required an understanding of the impact of both differing surgical practices across the EU and competitive dynamics due to additional CE marked products

Health Advances Approach



- Evaluate differences in clinical use and product decisions in the largest European markets
- Conduct detailed secondary research on procedure volumes by approach in 5EU
- Support the in-depth EU interviews with the launch of a detailed survey in three countries to assess product category use and potential of this novel product

Outcome



- Detailed understanding of penetration rates by geography including drivers and barriers unique to each country
- Estimate of the 5EU opportunity by country and specialty in terms of market share gains and market expansion
- Analysis of product's key differentiation relative to competitive products available

Part 3: Which Clinical End-Points will Drive the Most Adoption for Product X?

Importance of Different Evidence Generation Options



- Armed with revenue potential, assess the clinical evidence generation strategy that will drive market success
- Evaluate the impact of potential attributes or endpoints on market adoption for each surgeon specialty

Health Advances Approach



- Leveraging the teams' understanding of the product features and clinical data influencing adoption, develop a conjoint and survey to evaluate clinical preference
- Our team developed a tool estimating adoption across surgical specialties to understand the influence of various clinical data packages

Outcome



- Prioritized endpoints most meaningful to clinicians to drive commercial adoption, and the greatest clinical trial ROI
- The evaluation showed that pursuing one of the more challenging clinical endpoints could be eliminated due to lower clinician value