



Emerging Technology Assessment – Pain Management Devices

Case Study

Client	A global healthcare company
Industry	Medical devices
Products	Pain management devices

Context

- The client wanted to explore “beyond TENS” technology options to deliver holistic consumer experience and establish its pain care brand. The study objective was to explore differentiated consumer-centric offerings for pain relief by understanding the overall market ecosystem, growth prospects, innovation options, and next-generation technology options.

Key Business Questions

- What are emerging technologies for pain management (digital/non-digital) and how can they contribute in consumer engagement?
- Who are the key players having/developing next-generation technologies and what are their readiness levels?
- How are these emerging technologies competing against established technologies in the market?
- What is the expected price range of these technologies and when will they be introduced in the market?
- Which technology seems to have the required science, potential, benefits, and value to replace TENS?

Engagement Scope

1	2	3	4
Market Ecosystem	Technology Assessment	Competitive Scenario	Strategic Insights
<ul style="list-style-type: none"> ▪ How will the market drivers, restraints, and future opportunities affect the market dynamics? ▪ What is the current market potential and associated trends? ▪ Which areas of the pain management devices market are experiencing dynamic growth? ▪ What factors are drawing away market share from pharmaceutical companies to device-based therapies for pain management? 	<ul style="list-style-type: none"> ▪ What are the state-of-the-art technologies available in market? ▪ Is there any particular type of technology that is majorly employed for pain management? ▪ Which are the technologies with a strong scientific backing? ▪ How does the regional scenario change within the US for these technologies? ▪ How and by what margin do the prices of these technologies change? 	<ul style="list-style-type: none"> ▪ Which competitors are leading the market and introducing new technologies? ▪ What are the key sustainability strategies adopted by market players? ▪ How crowded is the domain with respect to the nature of the company? ▪ What technologies are being adopted by leading players? 	<ul style="list-style-type: none"> ▪ Which is the most highly adopted technology type and what are its benefits? ▪ What are the advantages of recently developed technologies for pain management? ▪ What insights can be drawn from the technology clusters?

Research Methodology

Secondary Research

- Commercialized and under-development technology scouting using varied data sources, including product databases, patents, conferences, funding sites, etc.

Primary Research

- 15+ interviews conducted with key corporate executives to obtain and validate qualitative as well as quantitative information

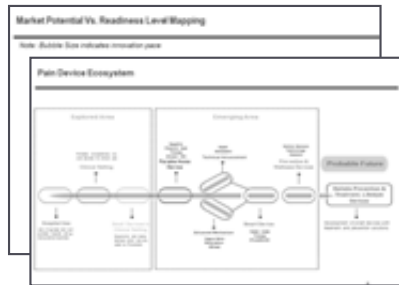
Benefits to Client

- Heat maps to compare the competitor portfolio with respect to size, nature of companies, and technologies related to pain devices
- Strategic insights on key technologies focusing on their clinical benefits, scientific advancements, and consumer benefits
- Market advancements with insights on the present as well as forecasted market and information regarding key players influencing the market on a global scale
- Recommendation on exploring “beyond TENS” technology options

Sample Analysis

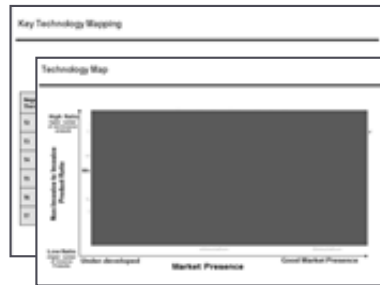
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Market Ecosystem



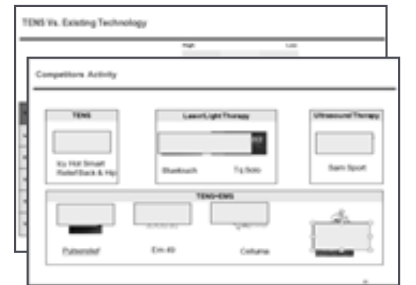
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Technology Assessment



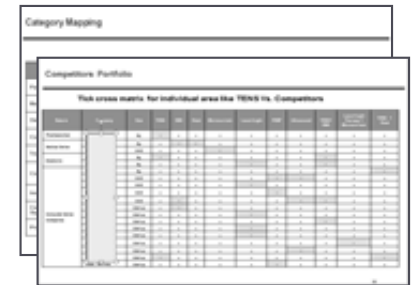
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Competitive Scenario



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Strategic Insights



Thank you

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