



Technology Landscape & Competitive Intelligence for Office based Knee Surgeries

Case Study

Case Study: Technology Landscape & Competitive Intelligence – Office based Knee Surgeries (1/2)

Client	Medical devices company
Industry	Medical devices
Products	Sports Medicine

Context

- Our client wants to conduct **technology landscape & competitive intelligence study** related to **tools & techniques** used for **knee surgeries that could be migrated to a small care/office setting**
- Client also wants to identify innovations in technologies and medical devices currently in pipeline/under research
- Client is also interested in gaining knowledge about the **equipment, surgical tools & visualization methods** offered by **competitors** for in-office **meniscal** diagnosis and treatment

Key Business Questions

- What are the different tools and techniques related to **office-based knee surgery/procedures** that are currently available, and others that can be made available in **future for office based settings** such as doctor's clinic/office using limited anesthesia?
- What are the **geographical variations** observed in the surgeries/procedures related to **office based knee surgeries**?
- What kind of **tools are currently** used by the surgeons for such procedures?
- What is **payment and reimbursement** situation in **India**?
- Who are the **key players** active in the field, and what is the **stage of development** of their products/technologies?

Engagement Scope

1 Technology Landscape <ul style="list-style-type: none">What are the existing and upcoming office-based knee surgeries/procedures using local anesthesia/mild sedative? Procedures related to knee injury?What are the functions & unique features of the identified technologies/tools/ solutions?What is the readiness level of these identified technology?What is the end-use / purpose of the identified technologies/tools/solutions?What are the pros & cons of the identified products/technologies?	2 Competitive Landscape <ul style="list-style-type: none">Who are the key technology developers in the domain of knee surgeries/procedures for office or small care settings?What is the product/technology portfolio of the identified entities?What is the key focus area of the active entities in the segment?What is the geographical variations observed in the office-based knee surgeries/procedures?What is the IP strength of these active entities?	3 Solutions & Recommendations <ul style="list-style-type: none">What equipment, surgical tools and visualization methods are currently being offered by the competitor companies in meniscal space?Which all countries have already been performing office-based knee procedure?What are the driving factors and enabling technologies in these countries?What is the current payment and reimbursement situation in India for meniscal repair in hospitals, clinics, and doctor's office exam room?
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FutureBridge

Thank you

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