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

Engagement Scope



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Technology Landscape

- 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?

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?



Competitive Landscape

- 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?

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Solutions & Recommendations

- 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 officebased 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?



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

Research Methodology

Patent Research

- Patents Questel Orbit, Espacenet, SIPO, Patentscope, etc.
- Scientific literature Web of Science, Pubmed, ScienceDirect, Wiley, etc.

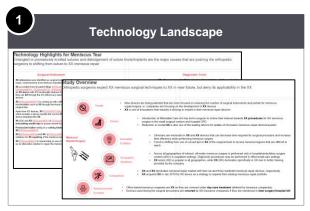
Secondary Research

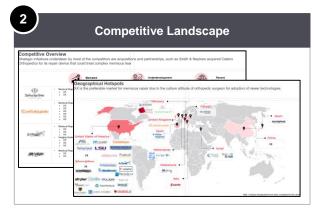
- Factiva, Thomson Reuters, Crunchbase, Bloomberg, etc.
- Company websites, annual reports, articles, news releases, interviews, etc.
- Internal databases

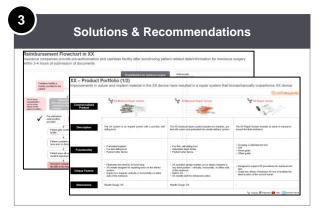
Benefits to Client

- The study helped the client to develop understanding of the existing and upcoming tools & techniques used for knee surgeries in a small care/office setting
- The study helped the client to identify commercially attractive technologies for that can be used for visualization and diagnosis of the knee particularly meniscus
- The study also helped the client to understand the insurance and reimbursement scenario for day care treatment of meniscus surgery in India

Sample Analysis







Thank you

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