



PriceTrack

User Guide

February 2022



What is PriceTrack?

PriceTrack is part of a suite of Clarivate DRG Medtech Insights Platform applications for the medical device industry. It provides detailed US market SKU-level hospital purchase order data from ~2000 hospitals, over 3000 manufacturers and 2.2M SKUs to help our clients understand share, price and market trends to be able to market their brands more effectively. The dashboard update frequency is based on user subscription. Dashboard highlights include:

- ✓ Quickly assess high level overview and trends standouts
- ✓ Assess your competitor's portfolio
- ✓ Compare prices along specific product attributes
- ✓ Assess pricing dynamics
- ✓ Quickly assess revenue quarterly standouts
- ✓ Identify how many hospital accounts are shared between two competitors, brands or SKUs as well as which competitors and brands tend to overlap within hospitals. Monitor which manufactures have monopolies on facilities
- ✓ Get a sense of the relationship between price and volume

Deep-dive analysis on PriceTrack data is made easy using Clarivate's online platform



Performance Analysis



Facility-Level Dynamics



Price Analysis



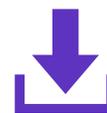
Price-Volume Analysis



Competitive Intelligence



PriceTrack's interactive dashboard coupled with deep segmentation allow you to **easily** dig into trends



In addition: Export to excel to integrate with internal models

Clarivate DRG Platform Login

To login to the Clarivate DRG platform, click on - <https://authentication.decisionresourcesgroup.com/login/>

Clarivate™ | DRG About Us Contact Us

Welcome to Clarivate DRG

Whether you are a new or existing user, enter your email address

Having problems? Email DRG.support@clarivate.com

***You may be asked for a password if your company is not integrated with the Clarivate DRG platform**

© 2022 Clarivate. Privacy policy | Terms of use

Getting Started With PriceTrack

1. Select Medtech Insights Platform link from Clarivate DRG homepage. Then select PriceTrack link from the Medtech homepage to get to the PriceTrack homepage.
2. The PriceTrack homepage can also be accessed directly via URL: <https://insights.decisionresourcesgroup.com/devices/device-custom-brand-tracking>

The image displays two screenshots of the Clarivate DRG website. The left screenshot shows the 'Understand the Market' section, where the 'Medtech' link is highlighted with a blue box. The right screenshot shows the 'Market Tracking' section, where the 'PriceTrack/Markettrack' link is highlighted with a blue box. A blue arrow points from the 'Medtech' link in the first screenshot to the 'PriceTrack/Markettrack' link in the second screenshot.

Clarivate | DRG

Welcome [Name] from Clarivate

Hover over any link to learn more about each product platform. Green check marks indicate partial or full content is available to you as part of your current subscription.

Have a question? Please [contact us](#)

Understand the Market

Disease, Company & Drug Insights

- ✓ Disease, Company & Drug Insights Platform
 - Disease Insights
 - Epidemiology
 - Biosimilars
 - Company and Drug Insights

Medtech

- ✓ Medtech Insights Platform
 - Market Insights (Medtech 360)
 - Brand Tracking (Pricetrack & Markettrack)
 - US Medical Supply Distribution

US Market Access Insights

- ✓ US Market Access Insights Platform
 - Health Plan Analysis
 - Market Overviews
 - Market Overview Interactive Database

Optimize Access

US Formulary Data & Analytics
By Fingertip Formulary

- ✓ Account Management Dashboard
- ✓ Fingertip Accounts
- ✓ Fingertip Alerts
- ✓ Fingertip Analytics
- ✓ Fingertip Home Page (Legacy Platforms)
- ✓ Fingertip Restrictions
- ✓ Fingertip Validation Tool
- ✓ Fingertip PolicyTrack

US Lives Data & Analytics

- ✓ Employer Vantage (2020 Data)
- ✓ Employer Vantage (2021 Data)
- ✓ Integrated Payer Platform
- ✓ Managed Market Surveyor Suite (Including Pharmacy)

Engage Customers

Sales Enablement

- ✓ Fingertip Publisher

Commercial Targeting

- ✓ Healthbase
- ✓ Medtech Insights Platform
 - Commercial Targeting (Procedure Finder)
- Field Force Navigator (FFN)

Digital/Multichannel Stakeholder Engagement

- ✓ Digital Insights Platform
 - Multichannel Physician Engagement
 - Multichannel Patient Engagement
 - Multichannel Payer Engagement

Clarivate | DRG

Hi [Name] what are you looking for today?

Medtech - Search within Medtech

Biopharma | **Medtech** | Multichannel Engagement

PriceTrack/Markettrack

Market Insights

- MedTech 360
 - Data and insights on the current state of medtech markets with 10-year market fo

Market Tracking

- PriceTrack/Markettrack
 - Timely share tracking and market analyti medtech market segments.
- US Medical Supply Distribution
 - Track performance in the medical supply distribution channel through timely, SKU-level reporting, built in partnership with the Health Industry Distributors Association (HIDA)

PriceTrack

Medical device market performance tracking and detailed pricing analysis based on SKU-level hospital purchase data from ~2,000 US hospitals.

Markettrack

Focused medical device market performance and share tracking across various geographies driven by device usage audits.

Get started

Dashboards You Own

European facility-level

Thought Leadership

- Orthopedic surgical robotics market: Competitive landscape
- Webinar - COVID-19 medtech recovery and impact on account engagement
- What Europe's MDR means for manufacturers of legacy devices

1 2 3 4 5 »

?

PriceTrack Directory

The PriceTrack directory includes a list of all of the markets covered as well as a list of the dashboards you own (indicated by green check mark). Select dashboard link to view report.

Brand Tracking: Imagine the Opportunities

Is your finger on the pulse of the medtech market?

DASHBOARDS YOU OWN

Aesthetics

Breast Implants and Reconstructive Devices

✔ [US Breast Implant Devices](#)

Cardiovascular

Ambulatory Electrocardiography Monitoring Devices

✔ [US Ambulatory Electrocardiography Monitoring Device](#)

Aortic Repair Devices

✔ [US Aortic Repair Devices](#)

Cardiac Assist Devices

✔ [US Cardiac Assist Devices](#)

Brand Tracking provides coverage for the following markets:

Aesthetics

- Breast Implant Devices

Cardiovascular

- Cardiac Assist Devices
- Interventional Cardiology Devices
- Clot Management Devices
- Structural Heart Closure Device
- Aortic Repair Devices
- Coronary Artery Bypass Graft Devices
- Electrophysiology Mapping and Ablation Devices
- Heart Valve Devices
- Peripheral Vascular Devices
- Transcatheter Embolization and Occlusion Devices
- Vascular Closure Devices
- Varicose Vein Treatment Devices
- Vascular Access Devices
- Stroke Devices

Gynecology

- Gynecological Devices

Healthcare IT

- Patient Monitoring Devices
- Ambulatory Electrocardiography Monitoring Devices
- Contrast Agents and Radiopharmaceuticals

Orthopedics

- Craniomaxillofacial Devices
- Bone Cement and Accessory
- Orthotic and Prosthetic Devices
- Reconstructive Joint Implants
- Orthopedic Biomaterials
- Orthopedic Extremity Devices
- Sports Medicine Devices
- Spinal Implants
- Trauma Devices
- Minimally Invasive Vertebral Compression Fracture Treatments

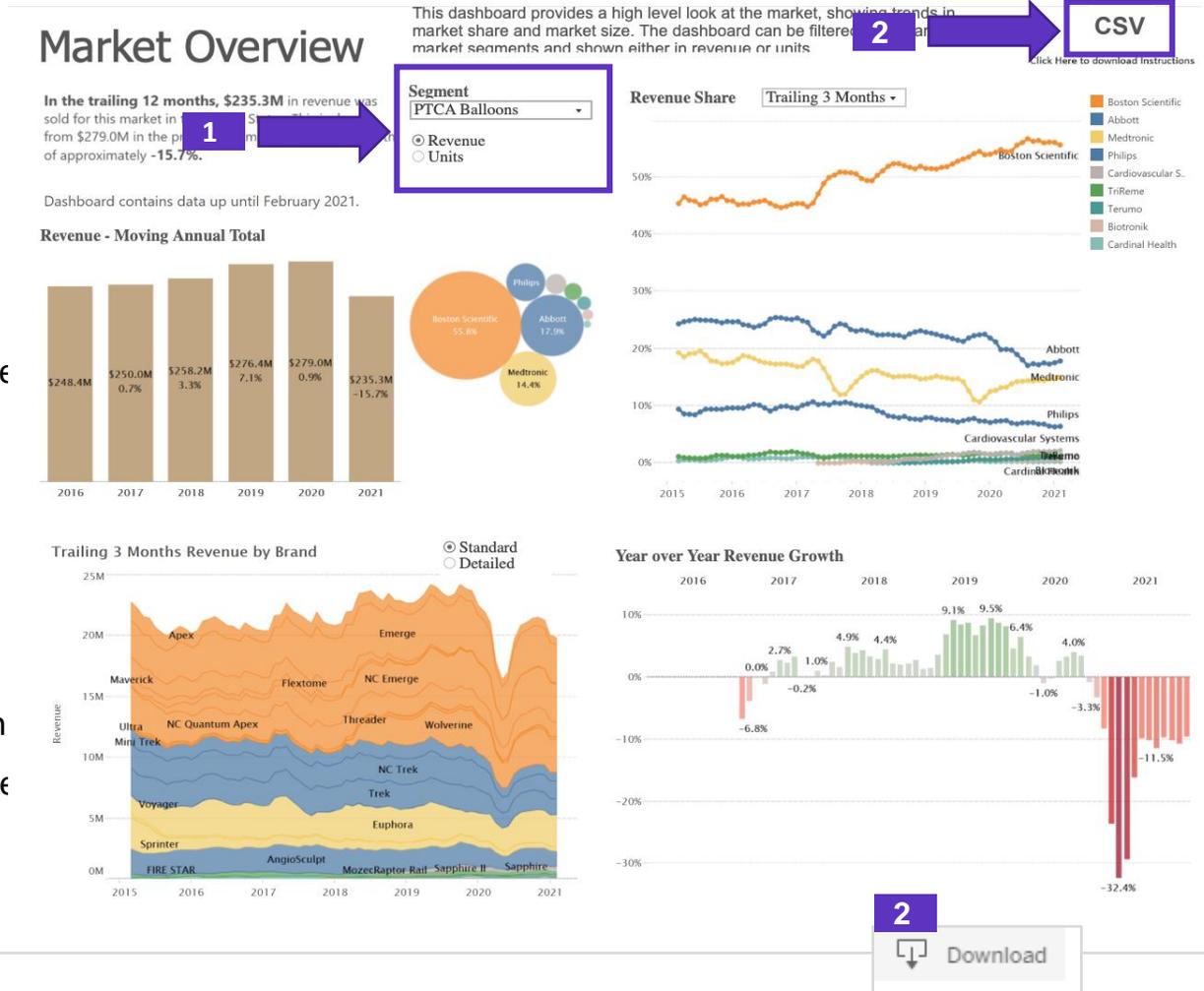
Market Overview Dashboard

Quickly assess high level overview and trends standouts

- Can filter for a particular segment using the segment filter (will be reflected throughout the current tab)
- Select 'Revenue' view or 'Unit' view (will be reflected throughout the current tab) **1**
- Revenue Share Chart shows manufacturer level market shares updated to the latest quarter/ month
- Smoothing effects can be applied by using the dropdown above the Revenue Share graph to select for Monthly/Trailing 3 Months/Trailing 12 months views. Note that the trailing views will average out the data across those number of months
- Click on manufacturer bubbles to update the dashboard to show only that manufacturer
- Revenue by brand shows key brands that make up the revenue for a specific manufacturer
- Year over Year Growth graph shows the percentage of growth from one month to the previous year's same month
- All backend data used to create the entire dashboard can be downloaded using the "CSV" button on the top right and then selecting "Download" at the bottom right of the screen. **2**

Market Overview | Manufacturer Portfolios | Pricing Tool | Revenue Tool | Facility Overlap | Non Overlapping Facili... | Price Volume Mix

Clarivate | DRG PriceTrack PriceTrack FAQ



- Market Overview
- Manufacturer Portfolio
- Pricing Tool
- Revenue Tool
- Overlap/Non-Overlap Facilities
- Price-Volume Mix

Assess your competitors portfolio

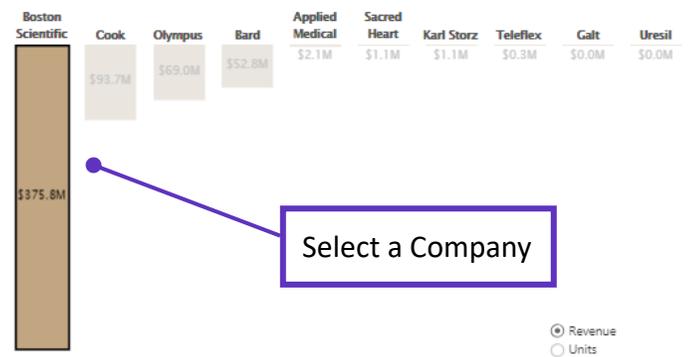
- 
 - View how a manufacturer's portfolio mix of product subtypes has evolved over time
 - Which market segments have my competitors prioritized recently?
- 
 - Quickly identify the top brands for each manufacturer

 Top brands, coded by product subtype

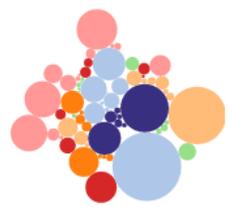
- By clicking for a particular Manufacturer, you filter the page for products offered by the Manufacturer within that space
- The Manufacturer filter will reflect across all graphs
- Each graph is color-coded for each segment that is being offered by the selected Manufacturer
- The bottom left graph lists all the model names sold by the selected Manufacturer along with their MAT Revenues by Model name

Manufacturer Portfolios

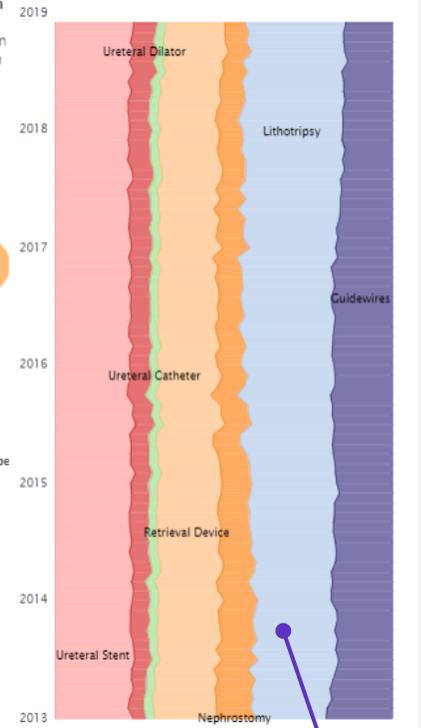
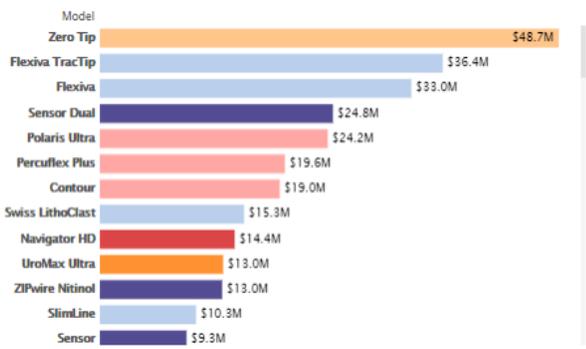
This dashboard highlights what kind of products comprise a manufacturer's portfolio. Click on the bars, which shows their sales over the past twelve months, to the left to choose a competitor. You can further filter the dashboard for individual brands by clicking on the bubbles to the right



In the trailing 12 months, Boston Scientific sold \$375.8M in revenue of stone management in the United States. This is up from \$337.7M in the previous 12 month period, or growth of approximately 11.3%.



Sales by Model – Boston Scientific – All



 Portfolio evolution

PriceTrack Use Cases

- Market Overview
- Manufacturer Portfolio
- Pricing Tool
- Revenue Tool
- Overlap/Non-Overlap Facilities
- Price-Volume Mix

Compare prices along specific product attributes

- 📈
 - Use nearly real-time pricing trends to stay on top of competitor’s pricing dynamics
 - *What is the spread of price points within a specific market sub-segment?*
 - *How are a brand’s new SKUs priced compared to that brand’s original SKUs?*

- ⚙️
 - Easily control which product types, manufacturers, brands, attributes or even SKUs you include in your analysis

- 📊
 - View data by:
 - ✓ Product type
 - ✓ Manufacturer
 - ✓ Brand
 - ✓ US Census Region
 - ✓ SKU

 - Filters applied will be reflected across all graphs within the current page

Pricing Tool

The pricing and revenue tools provides additional metric ability to define your own market segment and the ability

By Manufacturer
Trailing 3 Months

Manufacturer	Subtype	Family	Model	SKU
<input checked="" type="checkbox"/> (All)	<input type="checkbox"/> (All)	<input checked="" type="checkbox"/> (All)	<input checked="" type="checkbox"/> (All)	<input checked="" type="checkbox"/> (All)
<input checked="" type="checkbox"/> Applied Medical	<input checked="" type="checkbox"/> Advanced Bipolar	<input checked="" type="checkbox"/> Altrus	<input checked="" type="checkbox"/> Altrus	<input checked="" type="checkbox"/> 23-112-1
<input checked="" type="checkbox"/> B Braun	<input type="checkbox"/> Advanced Bipolar - Reprocessed	<input checked="" type="checkbox"/> Aquamantys	<input checked="" type="checkbox"/> Aquamantys 2.3	<input checked="" type="checkbox"/> 23-112-1-R
<input checked="" type="checkbox"/> Conmed	<input type="checkbox"/> Advanced Bipolar & Ultrasonic	<input checked="" type="checkbox"/> Aquamantys3	<input checked="" type="checkbox"/> Aquamantys 6.0	<input checked="" type="checkbox"/> 23-113-1
<input checked="" type="checkbox"/> Ethicon	<input type="checkbox"/> Bipolar	<input checked="" type="checkbox"/> BiZact	<input checked="" type="checkbox"/> Aquamantys 9.5...	<input checked="" type="checkbox"/> 23-121-1
<input checked="" type="checkbox"/> Intuitive Surgical	<input type="checkbox"/> CO2 Laser	<input checked="" type="checkbox"/> Caiman	<input checked="" type="checkbox"/> Aquamantys DB...	<input checked="" type="checkbox"/> 23-121-1-R
<input checked="" type="checkbox"/> JustRight Surgical	<input type="checkbox"/> Generator	<input checked="" type="checkbox"/> da Vinci	<input checked="" type="checkbox"/> Aquamantys EVS	<input checked="" type="checkbox"/> 23-301-1
<input type="button" value="Cancel"/> <input type="button" value="Apply"/>				

View

Revenue ▾

By Manufacturer ▾

By Manufacturer

By Product Type

By Brand

By Region

By Model

By SKU

⚙️

Include/exclude any combination of descriptors

📊

Decide how you want to view the market

PriceTrack Use Cases

Use facility penetration as a tool to enhance your market share analysis

Market Overview

Manufacturer Portfolio

Pricing Tool

Revenue Tool

Overlap/Non-Overlap Facilities

Price-Volume Mix



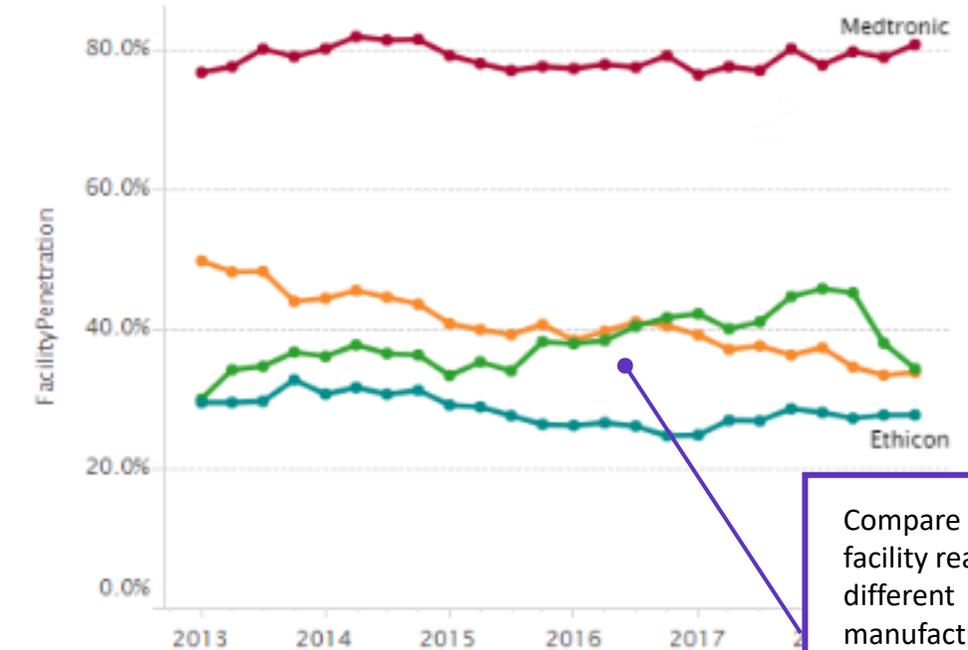
- Determine the “reach” of a given manufacturer, brand or product type, as determined by how many facilities in which it has a presence
 - *How does a new brand’s facility penetration compare to its manufacturer’s existing reach? How does that data impact our internal forecasts for the brand?*



- Compare to share trending in order to get a sense of whether share changes are driven by changes to the volume of facilities being sold to, or by the volume being sold to facilities
 - *My competitor’s market share is increasing, but their facility penetration has remained constant. They must be increasing sales into the facilities that they already have a footprint in*

Facility penetration view has the same flexibility and control to view the market by specific devices, markets etc. as described in other slides

Facility Penetration



2015 MAT Share

0.1%

Legend

- Applied Medical
- Ethicon
- Intuitive Surgical
- Medtronic
- Olympus

filters for products with a minimum % of 2015 sample revenue

Compare the facility reach for different manufacturers, product attributes, brands or even SKUs

PriceTrack Use Cases

- Market Overview
- Manufacturer Portfolio
- Pricing Tool**
- Revenue Tool
- Overlap/Non-Overlap Facilities
- Price-Volume Mix

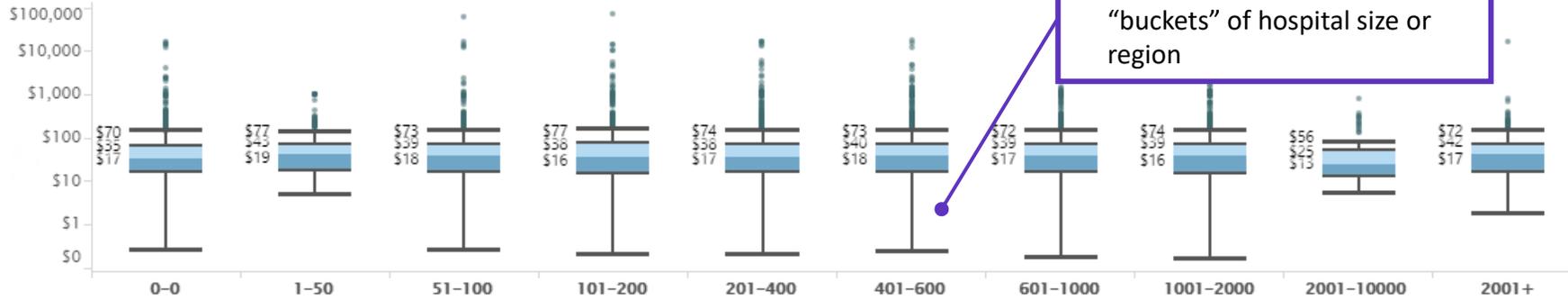
Assess pricing dynamics



Compare how price varies between US regions, or between hospitals of different sizes

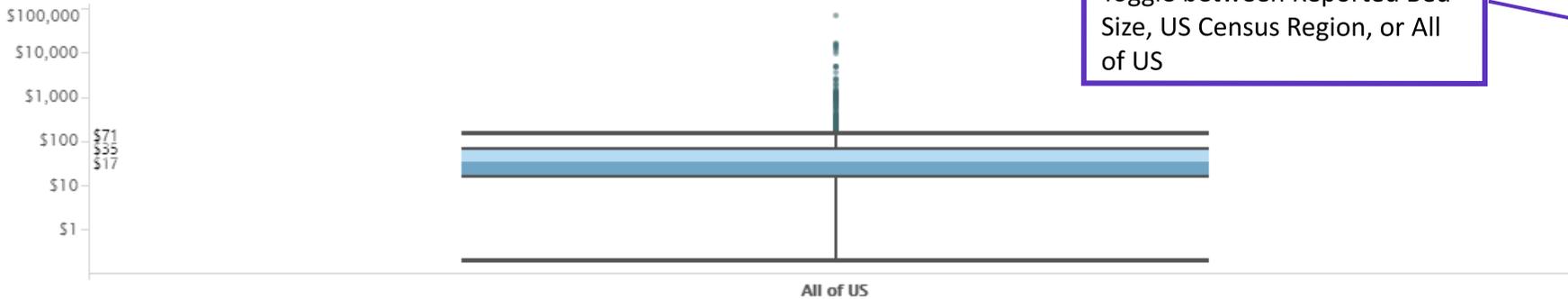
- Gauge the overall degree of price variability in a given market, product subsegment, or even brand

Price Distribution



View price variability across "buckets" of hospital size or region

Price Distribution



Toggle between Reported Bed Size, US Census Region, or All of US

Reported Bed Size

MovingYear

All of US

MovingYear

- Market Overview
- Manufacturer Portfolio
- Pricing Tool
- Revenue Tool
- Overlap/Non-Overlap Facilities
- Price-Volume Mix

ASP Data Table



Tabular form of the ASP Trends graph

- Depending on the filters applied and the aggregation selected (By Manufacturer/Brand/SKU/Region/etc.), this table will show the average ASPs across the selected years
- The Date View can be changed to show the data at a monthly/quarterly/yearly/moving annual total view

ASP Data Table

Selector	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2016 Q1	2016 Q2	2016 Q3	2016 Q4	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019
Abbott	\$102	\$105	\$105	\$114	\$106	\$120	\$117	\$111									
Angiodynam..	\$275	\$273	\$259	\$266	\$269	\$269	\$269	\$268	\$294	\$299	\$301	\$298			\$297	\$289	
Argon	\$17	\$17	\$17	\$16	\$17	\$18	\$17	\$17	\$17	\$18	\$17	\$17	\$18	\$18	\$19	\$19	
Arthrex	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$146	\$145	\$145	\$145	\$145	\$145	\$145	\$145	
Bard	\$50	\$47	\$42	\$38	\$38	\$35	\$32	\$32	\$32	\$32	\$30	\$30					
Beaver-Visitec	\$15	\$14	\$11	\$11	\$11	\$15	\$9	\$11	\$11	\$16	\$14						
Benvenue M..	\$99	\$92	\$90	\$84	\$88	\$83	\$92	\$89	\$85								
Boston Scien..	\$38						\$49										
Busse	\$12	\$13	\$11	\$15	\$15	\$14	\$13	\$19	\$14	\$19	\$21						

Date View

MovingYear

This column will depend on the aggregation chosen (by Manufacturer/Brand/SKU/Region/etc.)

PriceTrack Use Cases

Market Overview

Manufacturer Portfolio

Pricing Tool

Revenue Tool

Overlap/Non-Overlap Facilities

Price-Volume Mix

Quickly assess quarterly standouts

Make sure standout trends are on your radar each quarter

- As a starting point, gain a quick view of leaders/laggards in size and growth. Determine whether growth is driven by unit or price changes

Minimum Share
2.00% 36.49%

Manufacturer

- Ethicon
- Intuitive Surgical
- Medtronic
- Megadyne
- Olympus
- Stryker
- Stryker Sustainabi...

View
Revenue

By Manufacturer

<p>Manufacturer</p> <input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> 3M Health Care <input checked="" type="checkbox"/> B Braun <input checked="" type="checkbox"/> Bovie Medical <input checked="" type="checkbox"/> CareFusion <input checked="" type="checkbox"/> Codman <input checked="" type="checkbox"/> Conmed	<p>Subtype</p> <input type="checkbox"/> (All) <input checked="" type="checkbox"/> Advanced Bipolar & Ultrasonic <input checked="" type="checkbox"/> Bipolar <input checked="" type="checkbox"/> Generator <input checked="" type="checkbox"/> Monopolar Cautery <input checked="" type="checkbox"/> Monopolar Cautery – Robotic <input checked="" type="checkbox"/> Monopolar/Standard Bipolar ...	<p>Family</p> <input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> All-in-One <input checked="" type="checkbox"/> APC 360 <input checked="" type="checkbox"/> AutoSonix <input checked="" type="checkbox"/> Bovie <input checked="" type="checkbox"/> CareFusion MARYLAND <input checked="" type="checkbox"/> Coagulating Ball Electrode
--	---	--

Overlap/Non-Overlap Facilities

Price-Volume Mix

- Bubble chart plots ASP growth vs market growth; bubble size corresponds to market size

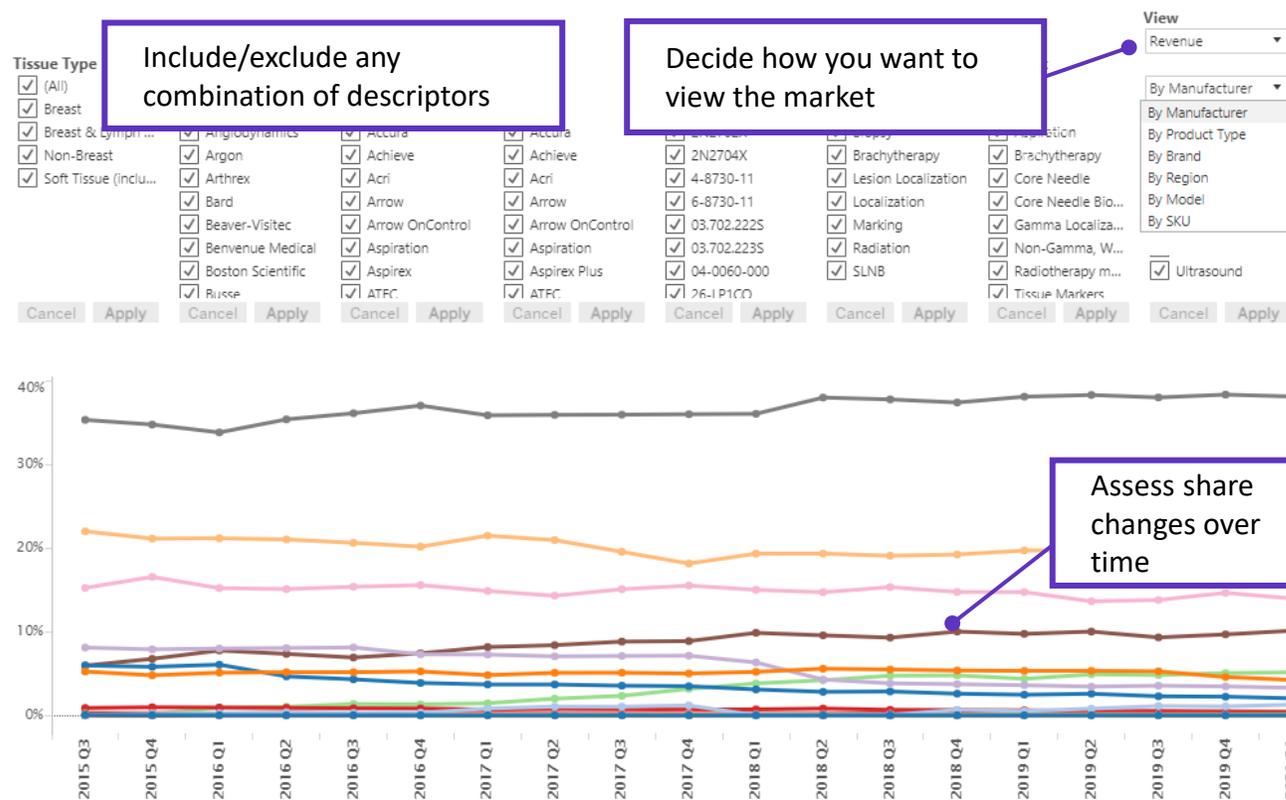
- Similar to the Pricing Tool, you have options to aggregate the data by Manufacturer/Brand/SKU/Region/etc.
- You can use the Revenue/Units dropdown to switch over to a Units view
- All filters applied with be reflected throughout the entire page

Decide how you want to view the market

Include/exclude any combination of descriptors

Monitor changes in market share at any level of device granularity

- Assess market share dynamics over time to pinpoint the impact of device trends.
 - How does a new brand launch affect competitive shares within a product type?*
 - How does the market break down between two specific product attributes*
- Easily control which product types, manufacturers, brands, attributes or even SKUs you include in your analysis
- View data by:
 - Product type share
 - Manufacturer share
 - Brand share
 - By model



PriceTrack Use Cases

- Market Overview
- Manufacturer Portfolio
- Pricing Tool
- Revenue Tool
- Overlap/Non-Overlap Facilities
- Price-Volume Mix

Use “facility overlap” to understand purchase characteristics and profiles of facilities

- Identify how many hospital accounts are shared between two competitors, brands or SKUs
 - *Among hospitals that are buying a certain discount brand from my competitor, how many also buy my premium brand?*

- Determine which competitors and brands tend to overlap within hospitals
 - *Do hospitals that buy my device tend to also buy the complementary add-on component to that device?*

Facility Overlap

The Overlapping Facilities tab allows you to dig deeper into facility spending trends by comparing products with overlapping hospital purchases.

Set #1 Facility Filters
Set #2 Facility Filters

Transdate: 1/1/2014 7/1/2018

ProductSubtype1: (All) (All)

Manufacturer: (All) (All)

Model: (All) (All)

SKU: (All) (All)

Set #1 Facilities

Period	Distinct count of Facility ID
Grand Total	881
2014 Q1	402
2014 Q2	393
2014 Q3	419
2014 Q4	419
2015 Q1	409
2015 Q2	431
2015 Q3	447
2015 Q4	492
2016 Q1	512
2016 Q2	505
2016 Q3	489
2016 Q4	482
2017 Q1	516
2017 Q2	519
2017 Q3	508
2017 Q4	501

Set #2 Facilities

Period	Distinct count of Facility ID
Grand Total	898
2014 Q1	402
2014 Q2	393
2014 Q3	419
2014 Q4	419
2015 Q1	409
2015 Q2	431
2015 Q3	447
2015 Q4	492
2016 Q1	512
2016 Q2	505
2016 Q3	489
2016 Q4	482
2017 Q1	516
2017 Q2	519
2017 Q3	508
2017 Q4	501
2018 Q1	498
2018 Q2	496
2018 Q3	379

Overlap Facilities 1&2

Period	Distinct count of Facility ID
2014 Q1	402
2014 Q2	393
2014 Q3	419
2014 Q4	419
2015 Q1	409
2015 Q2	431
2015 Q3	447
2015 Q4	492
2016 Q1	512
2016 Q2	505
2016 Q3	489
2016 Q4	482
2017 Q1	516
2017 Q2	519
2017 Q3	508
2017 Q4	501

Click here to find the overlapping Facilities of 1&2

Quantify shared accounts

Specify detailed overlap criteria queries

- Market Overview
- Manufacturer Portfolio
- Pricing Tool
- Revenue Tool
- Overlap/Non-Overlap Facilities
- Price-Volume Mix

Monitor which manufactures have monopolies on facilities

- Identify which competitors may be using an exclusive hospital strategy
- Analyze trends over time and by census region to improve forecasting accuracy
 - *My competitor has a high volume of exclusive accounts. How does that impact the launch strategy and forecast for my new device?*

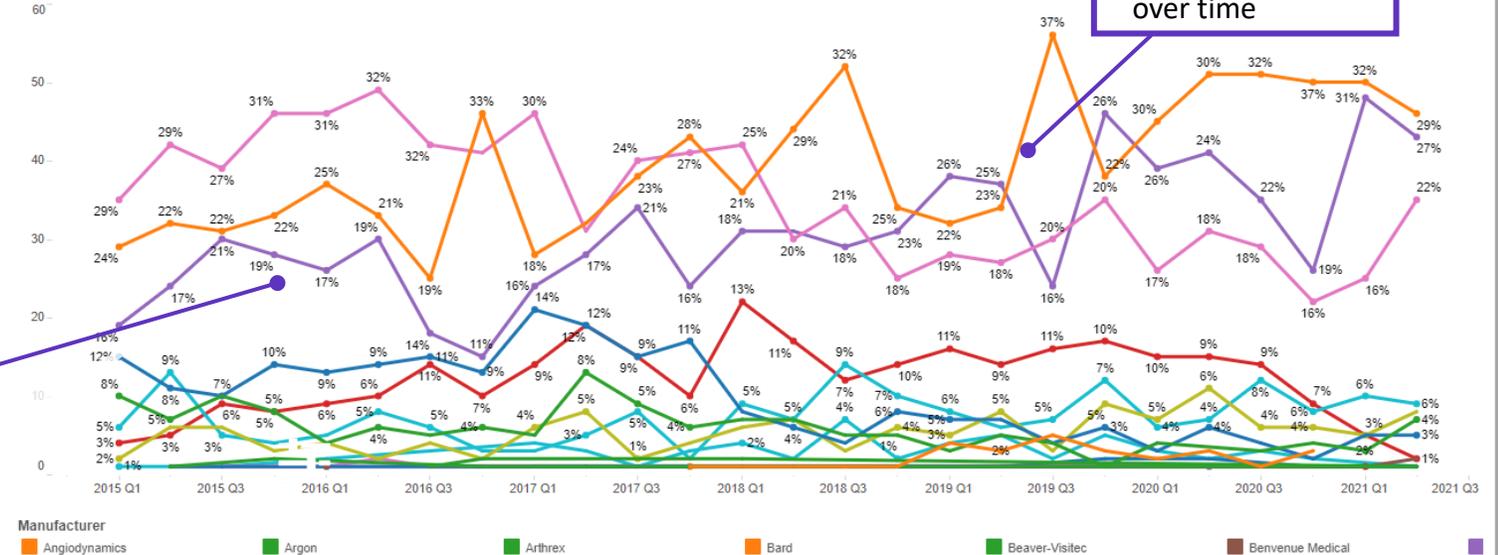
Non Overlapping Facilities by Manufacturer

The Facilities without overlap of manufacturer tab allows you to dig deeper into facility spending trends by comparing products with no overlapping facilities. This tab compliments the Overlapping facilities tab but not to the same level of detail. Note that we can add in additional filters like model and SKU and Census Region.

Segment: (All) | Tissue Type: (All) | Procedure: (All)

Quarter	Distinct count of Facility ID	Total Facilities available for the Quarter	Percent of Non Overlapping Facilities
2020 Q1	152	1,273	12%

Facility Non Overlap over the period



Assess levels of exclusivity for each manufacturer

Analyze trends over time

Market Overview

Manufacturer Portfolio

Pricing Tool

Revenue Tool

Overlap/Non-Overlap Facilities

Price-Volume Mix

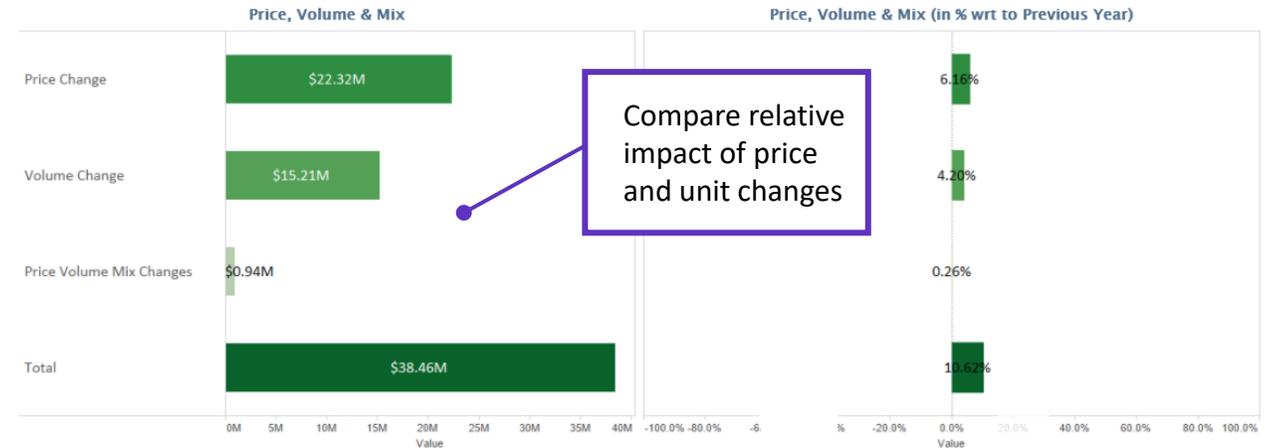
Get a sense of the relationship between price and volume

- Determine whether revenue changes are driven primarily by changes to volume or price
- Gauge whether price discounting strategies are resulting in higher unit volume sales
 - Are my competitors using pricing strategies to increase their market share?
 - How much revenue did my competitors, or I gain/lose due to ASP changes?
- Deep-dive to quickly visually pinpoint exactly which SKUs are impacting growth or decline

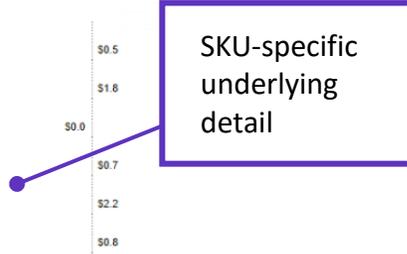
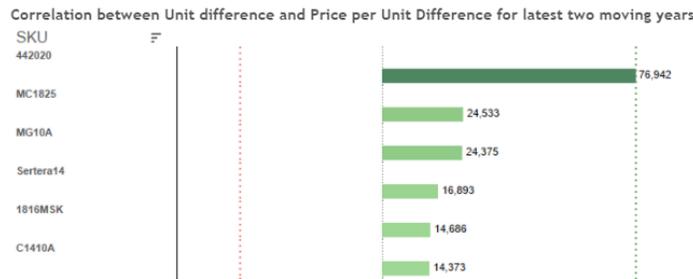
Procedure	Tissue Type	Manufacturer	Segment	Family	Model	SKU	Moving Quarter
(All)	(All)	(All)	(All)	(All)	(All)	(All)	(All)

	2020	2021	Absolute Difference
Revenue	\$362,292,126	\$400,755,841	\$38,463,715
Units	5,719,375	5,959,483	240,107
Price Per Unit	\$63.34	\$67.25	\$3.90 (6.16%)

Benchmark revenue, unit and price changes



Compare relative impact of price and unit changes



SKU-specific underlying detail



Have a Question?

DRG.support@clarivate.com
clarivate.com

About Clarivate

Clarivate™ is a global leader in providing solutions to accelerate the lifecycle of innovation. Our bold mission is to help customers solve some of the world's most complex problems by providing actionable information and insights that reduce the time from new ideas to life-changing inventions in the areas of science and intellectual property. We help customers discover, protect and commercialize their inventions using our trusted subscription and technology-based solutions coupled with deep domain expertise. For more information, please visit clarivate.com.

© 2022 Clarivate. All rights reserved. Reproduction or redistribution of Clarivate content, including by framing or similar means, is prohibited without the prior written consent of Clarivate. Clarivate and its logo, as well as all other trademarks used herein are trademarks of their respective owners and used under license.