



# PriceTrack

## User Guide

February 2022

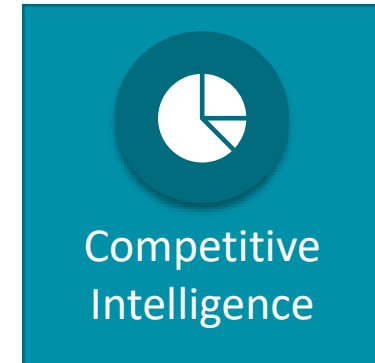
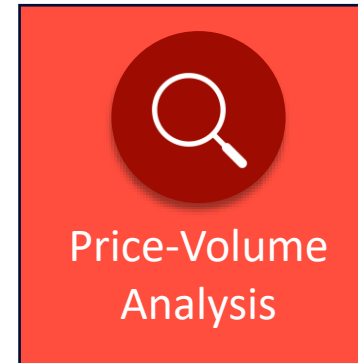
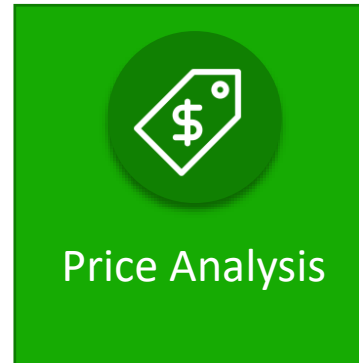
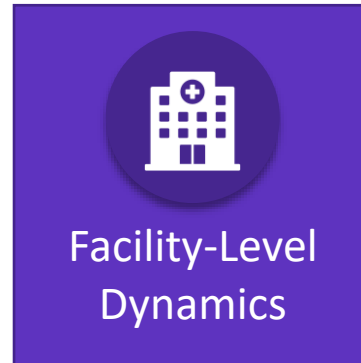
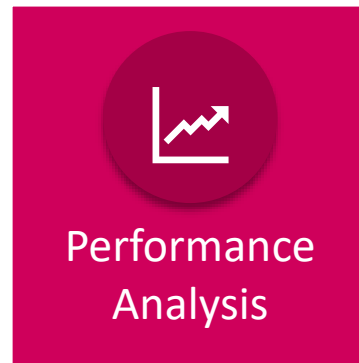


# What is PriceTrack?

**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 manufacturers 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



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

Work email address

✉ Work email address

**Get started**

Having problems? Email [DRG.support@clarivate.com](mailto:DRG.support@clarivate.com)

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

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# 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 shows two screenshots of the Clarivate DRG website. The left screenshot is the main Clarivate DRG homepage, which features a purple header with the Clarivate DRG logo and navigation links. Below the header, there are three main sections: 'Understand the Market', 'Optimize Access', and 'Engage Customers'. The 'Understand the Market' section is highlighted with a red box, and within it, the 'Medtech' link is highlighted with a red box. The right screenshot is the Medtech homepage, which also has a purple header with the Clarivate DRG logo and a search bar. Below the header, there are three main sections: 'Biopharma', 'Medtech', and 'Multichannel Engagement'. The 'Medtech' section is highlighted with a red box, and within it, the 'PriceTrack/Markettrack' link is highlighted with a red box. A red arrow points from the 'Medtech' link in the left screenshot to the 'PriceTrack/Markettrack' link in the right 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 foot

**Market Tracking**

- PriceTrack/Markettrack
  - Timely share tracking and market analysis 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](#)

**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

## Market Overview

## Manufacturer Portfolio

## Pricing Tool

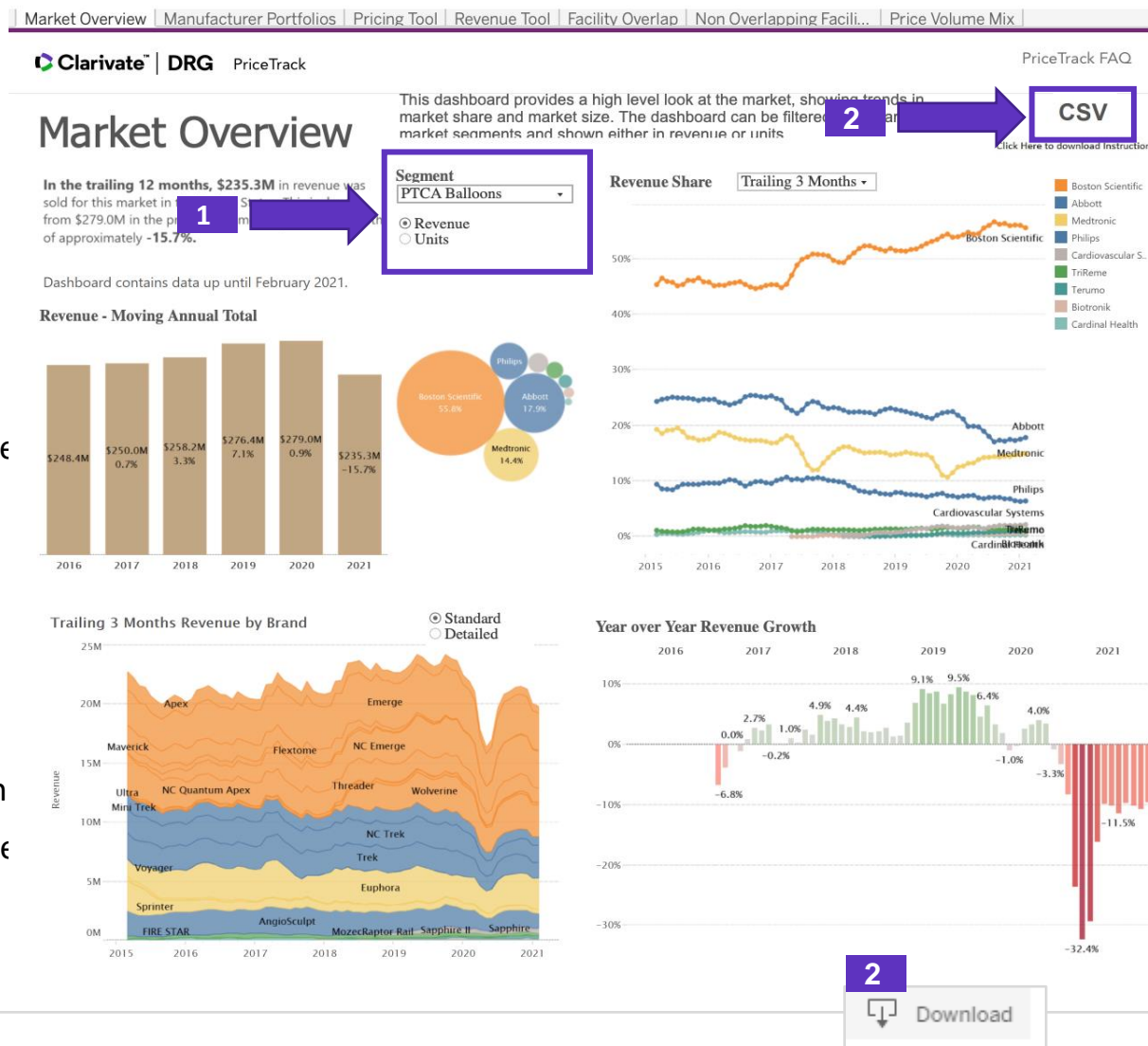
## Revenue Tool

## Overlap/Non-Overlap Facilities

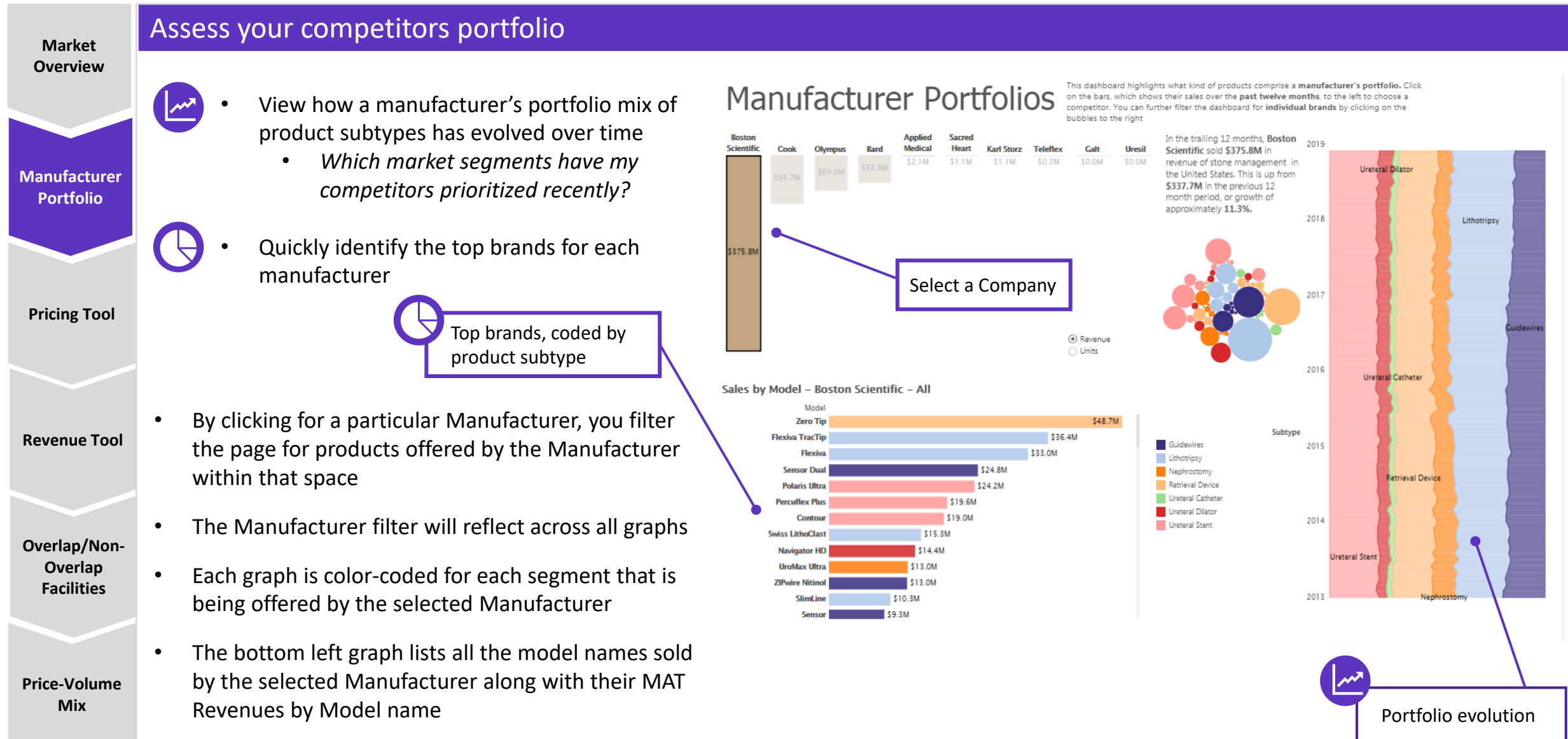
## Price-Volume Mix

## 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**



# Manufacturers Portfolio Dashboard





# PriceTrack Use Cases

Market Overview

Manufacturer Portfolio




Pricing Tool

Revenue Tool

Overlap/Non-Overlap Facilities

Price-Volume Mix

## Compare prices along specific product attributes

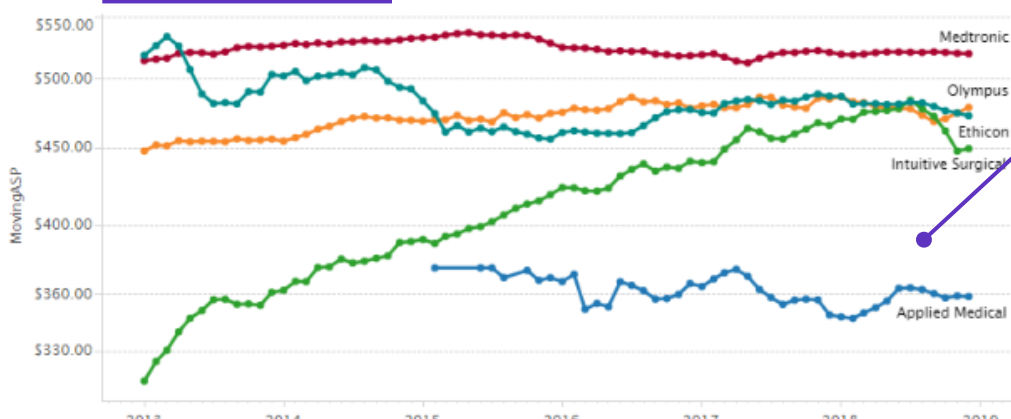
-  Use nearly real-time pricing trends to stay on top of competitor's pricing dynamics
  - What is the spread of price points within a specific market sub-segment?
  - How are a brand's new SKUs priced compared to that brand's original SKUs?
-  Easily control which product types, manufacturers, brands, 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

View

Revenue

By Manufacturer

By Manufacturer


By Product Type


By Brand


By Region

By Model

By SKU

 Assess Price changes over time

 Include/exclude any combination of descriptors

 Decide how you want to view the market

Market Overview

Manufacturer Portfolio

Pricing Tool

Revenue Tool

Overlap/Non-Overlap Facilities

Price-Volume Mix

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

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

80.0%

60.0%

40.0%

20.0%

0.0%

2013

2014

2015

2016

2017

2018

Medtronic

Ethicon

2015 MAT Share

0.1%

37.4%

filters for products with a minimum % of 2015 sample revenue

Legend

Applied Medical

Ethicon

Intuitive Surgical

Medtronic

Olympus

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

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# PriceTrack Use Cases

Market Overview

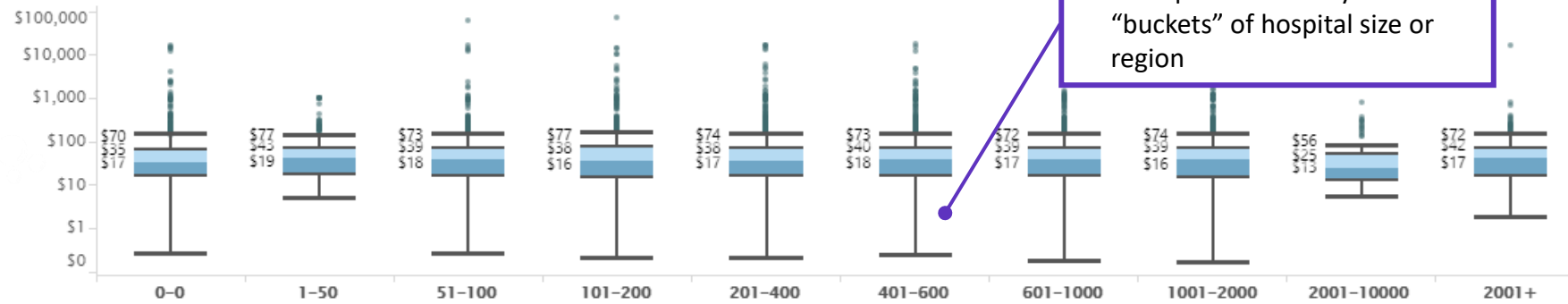
## Assess pricing dynamics



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

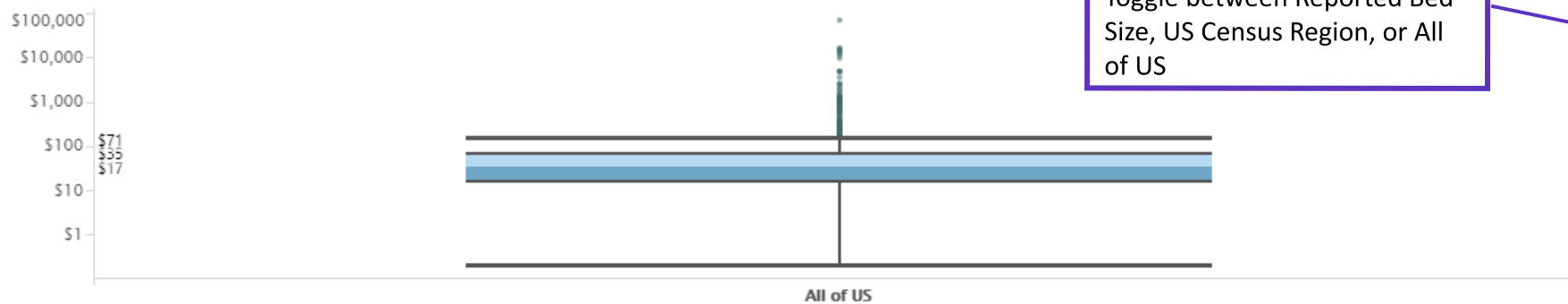
- Gauge the overall degree of price variability in a given market, product subsegment, or even brand

### 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

2020

All of US

MovingYear

2020

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 Q1
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	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	
Beaver-Visitec	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	
Benvenue M..	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	
Boston Scien..	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	
Busse	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	

Date View

Quarterly

MovingYear

(All)

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

**Revenue Growth vs ASP Growth**

Minimum Share: 2.00% to 36.49%

View: Revenue

By Manufacturer

**Manufacturer**

☒ (All)

☒ 3M Health Care

☒ B Braun

☒ Bovie Medical

☒ CareFusion

☒ Codman

☒ Conmed

**Subtype**

☐ (All)

☒ Advanced Bipolar & Ultrasonic

☒ Bipolar

☒ Generator

☒ Monopolar Cautery

☒ Monopolar Cautery – Robotic

☒ Monopolar/Standard Bipolar ...

**Family**

☒ (All)

☒ All-in-One

☒ APC 360

☒ AutoSonix

☒ Bovie

☒ CareFusion MARYLAND

☒ Coagulating Ball Electrode

**Model**

☒ (All)

☒ ABC

☒ All-in-One

☒ APC 360

☒ AutoSonix Ultra Shears

☒ Bovie

☒ CareFusion MARYLAND

☒ Coagulating Ball Electrode

**Decide how you want to view the market**

Include/exclude any combination of descriptors

**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 will be reflected throughout the entire page

# PriceTrack Use Cases

Market Overview

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Price-Volume Mix

## 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

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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

Transdate  
1/1/2014 7/1/2018

ProductSubtype1  
(All)

Manufacturer  
(All)

Model  
(All)

SKU  
(All)

Specify detailed overlap criteria queries

#### Set #2 Facility Filters

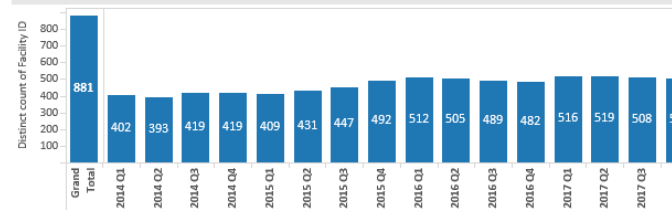
ProductSubtype1  
(All)

Manufacturer  
(All)

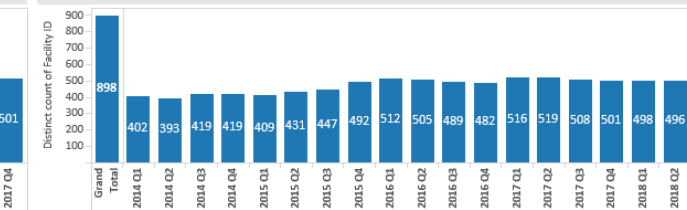
Model  
(All)

SKU  
(All)

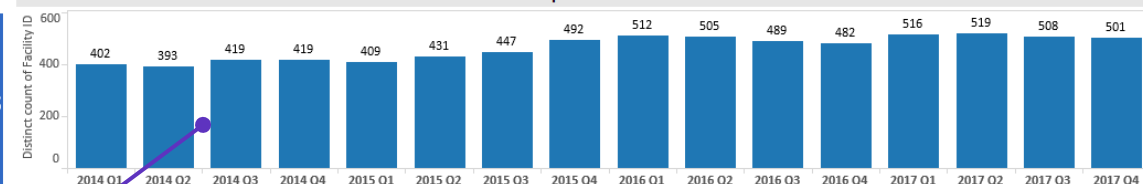
#### Set #1 Facilities



#### Set #2 Facilities



#### Overlap Facilities 1&2



Click here to find the overlapping Facilities of 1&2

Quantify shared accounts

# PriceTrack Use Cases

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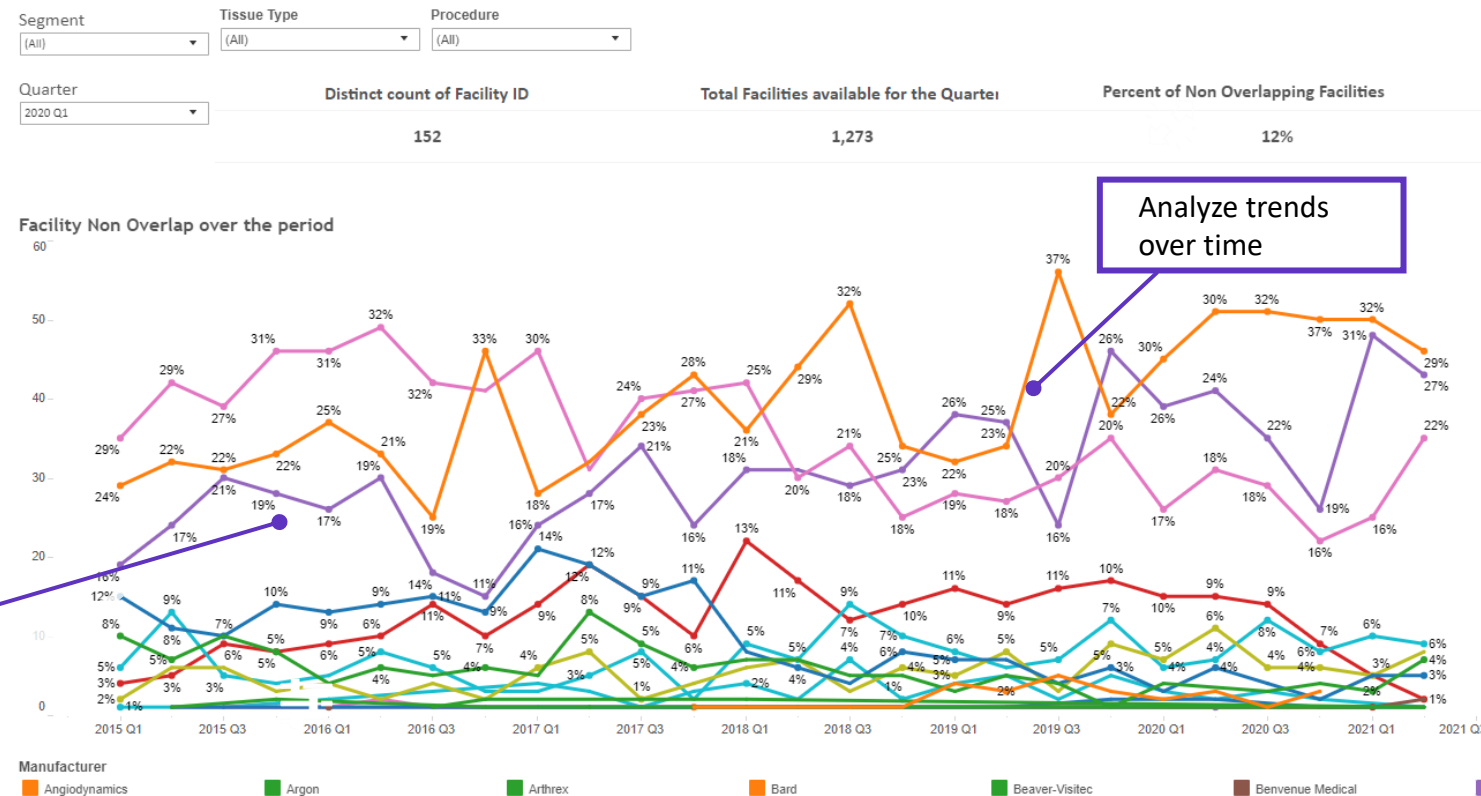
Price-Volume Mix

## 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.



# PriceTrack Use Cases

Market Overview

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Overlap/Non-Overlap Facilities

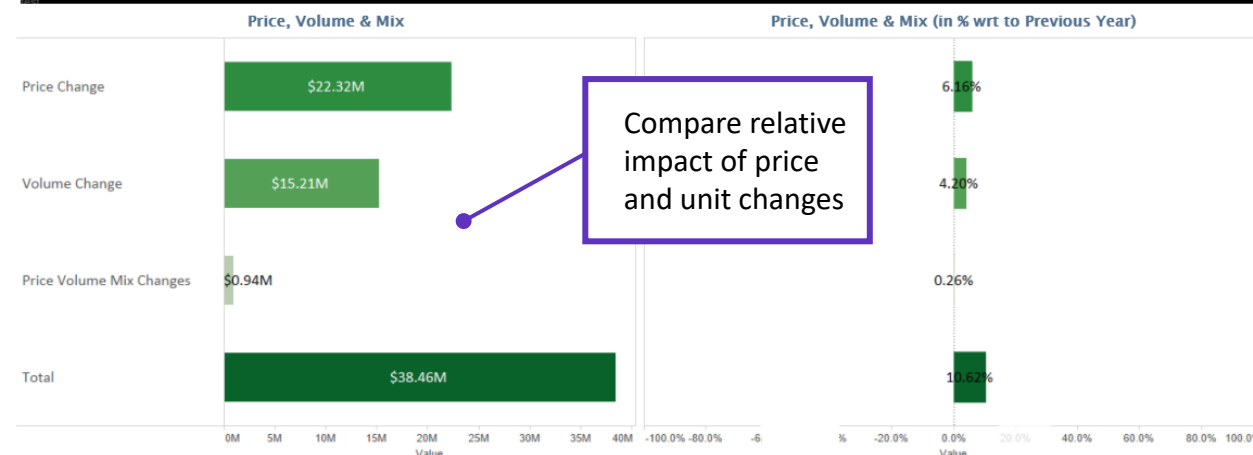
Price-Volume Mix

## 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

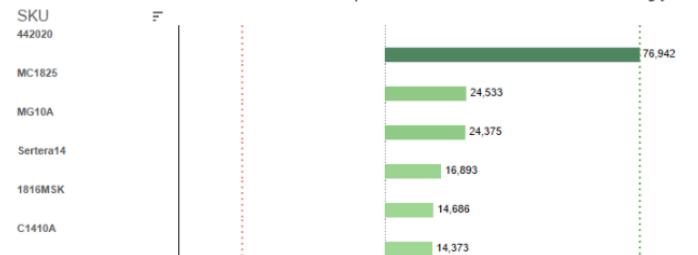
Procedure	Tissue Type	Manufacturer	Segment	Family	Model	SKU	Moving Quarter
(All)	(All)	(All)	(All)	(All)	(All)	(All)	(All)
Overall Details				Absolute Difference			
		2020	2021				
Revenue		\$362,292,126	\$400,755,841	\$38,463,715			
Units		5,719,375	5,959,483	240,107			
Price Per Unit		\$63.34	\$67.25	\$3.90			
				6.16%			

Benchmark revenue, unit and price changes



Compare relative impact of price and unit changes

Correlation between Unit difference and Price per Unit Difference for latest two moving years



SKU-specific underlying detail



# Have a Question?

[DRG.support@clarivate.com](mailto:DRG.support@clarivate.com)  
[clarivate.com](https://clarivate.com)

## About Clarivate

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