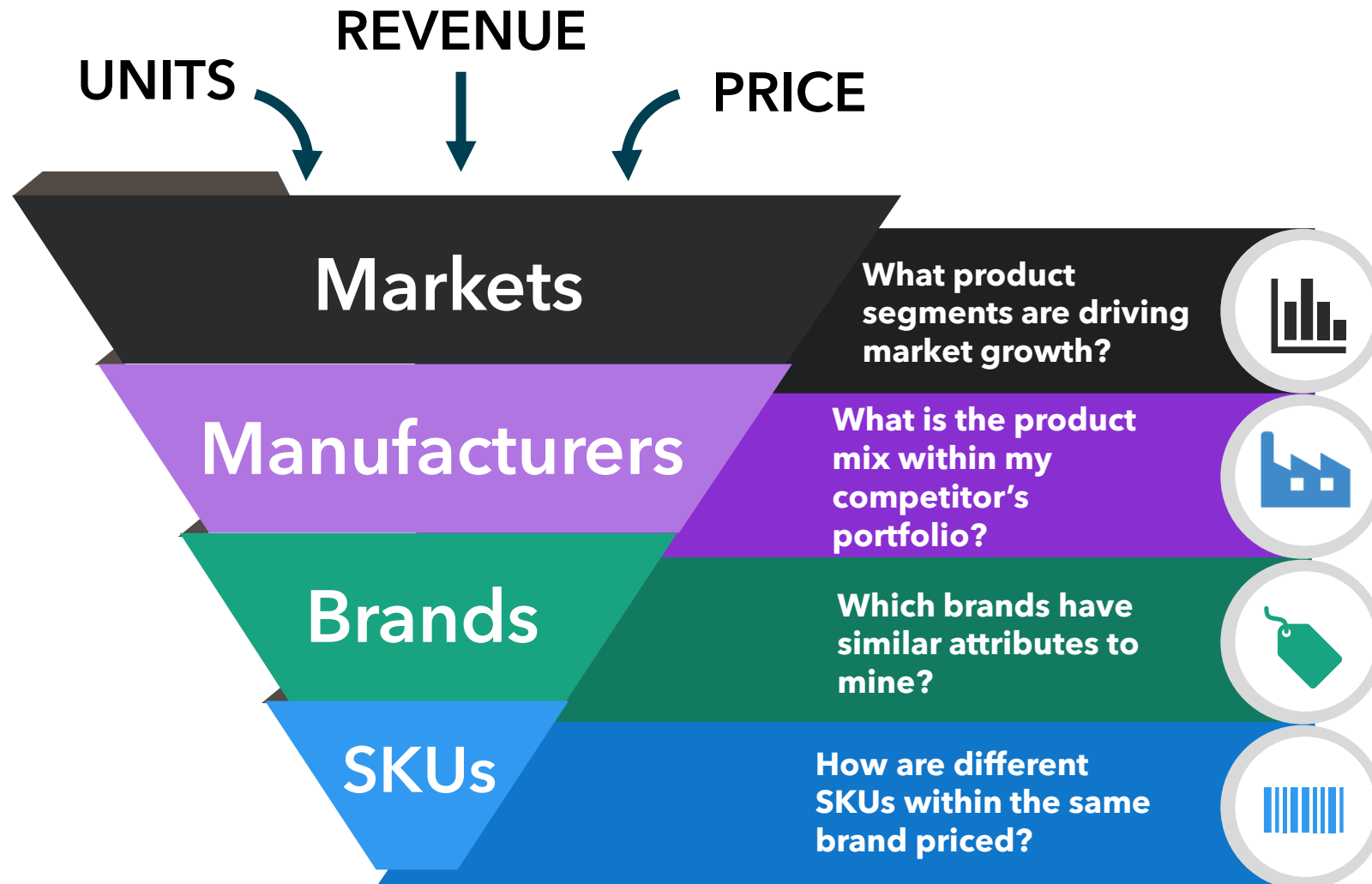Clarivate™

PriceTrack

FAQ guide

May 2024

What is PriceTrack?

PriceTrack is part of a suite of Clarivate Medtech Insights platform applications for the medical device industry. It provides detailed US market SKU-level hospital purchase order data from over 1900 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

What key business questions does PriceTrack address?

UNITS

REVENUE

PRICE

Markets — What product segments are driving market growth?

Manufacturers — What is the product mix within my competitor's portfolio?

Brands — Which brands have similar attributes to mine?

SKUs — How are different SKUs within the same brand priced?

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What are the key job roles and use cases for PriceTrack?

Key job roles

- Portfolio Strategy & Business Development
- Product (or franchise / TA /specialty area) Leader
- Market Research
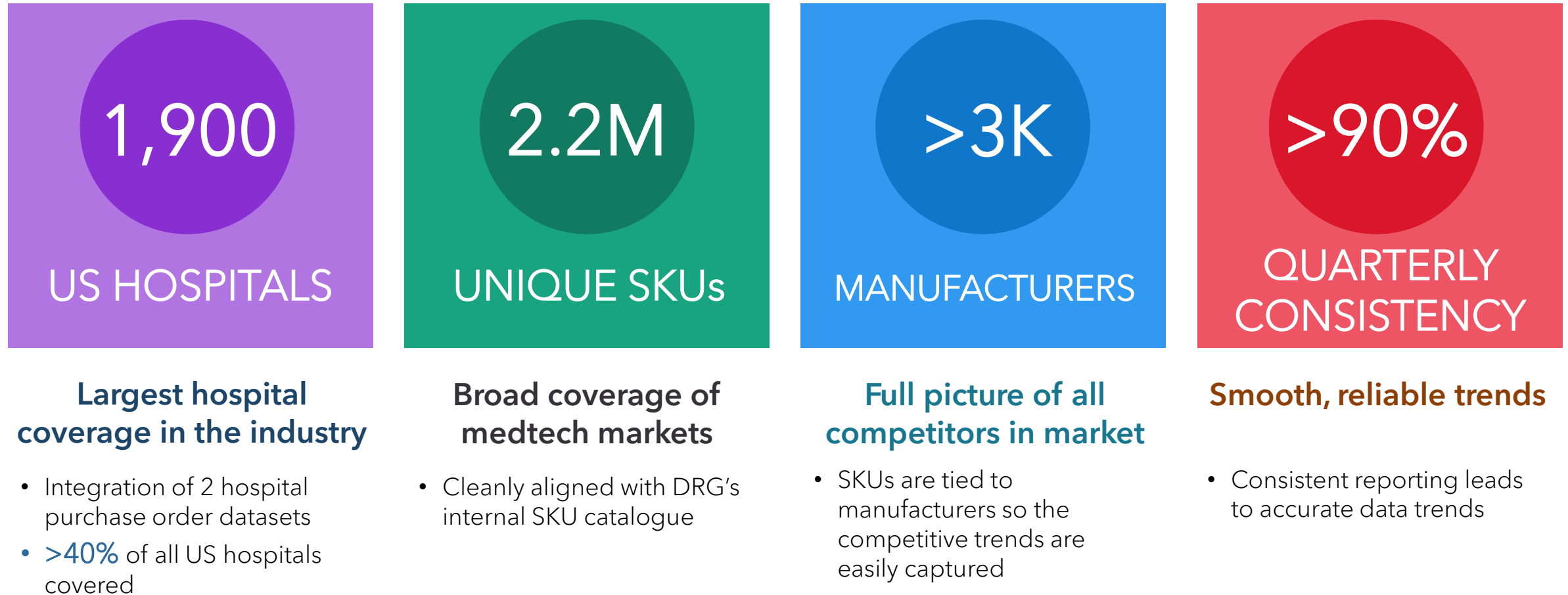- Forecasting, Insights & Analytics

Key use cases

- Getting up to speed quickly on a device market and market landscape
- Gathering data for and comparing multiple medtech device industry segments
- Tracking market share, pricing, and revenue trends
- Market sizing and forecasting
- Opportunity assessment
- Competitive intelligence
- Partner identification and asset valuation

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What are the key use cases for each Pricetrack dashboard?

Dashboard View	Key use cases
Market Overview	· First view into the market, allowing the user to toggle between the included segments, as well as looking into market share based on units or revenue · Download the CSV data file from the top right corner of the page
Manufacturer Portfolio	· Assess competitor portfolio and how the product mix has evolved over time · Quickly identify top brands for a given manufacturer
Pricing Tool	· Compare pricing along specific product attributes, to assess and be on the lookout for pricing strategies over time for a given manufacturer · Review how manufactures price their new SKUs in comparison to their original SKUs · Compare how price varies between US Census Region, or hospitals with different bed sizes · Facility Penetration: Determine the reach of a given manufacturer, brand or segment, as determined by how many facilities in which it has presence in our sample
Revenue Tool	· Assess market share dynamics over time, based on Revenue and Units
Facility Overlap	· Identify how many hospital accounts are shared between 2 competitors, brands or SKUs, or 2 different product segments within 1 manufacturer · Determine which competitors and brands tend to overlap within hospitals
Non-overlapping Facilities by Manufacturer	· Identify which competitors may be using an exclusive hospital strategy
Price Volume Mix	· Determine whether revenue changes are driven primarily by changes to volume to price · Deep dive to quickly visually pinpoint exactly which SKUs are impacting growth or decline

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What are the data sources used for PriceTrack reports?

PriceTrack is built on Clarivate DRG's industry-leading Hospital Purchase Order dataset:

1,900	**2.2M**	**>3K**	**>90%**
US HOSPITALS	UNIQUE SKUs	MANUFACTURERS	QUARTERLY CONSISTENCY

Largest hospital coverage in the industry

- Integration of 2 hospital purchase order datasets
- **>40%** of all US hospitals covered

Broad coverage of medtech markets

- Cleanly aligned with DRG's internal SKU catalogue

Full picture of all competitors in market

- SKUs are tied to manufacturers so the competitive trends are easily captured

Smooth, reliable trends

- Consistent reporting leads to accurate data trends

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What are Pricetrack's methods and data sources?

Methodology:	Clarivate's PriceTrack methodology involves collecting purchasing data from a large panel of US short-term acute care hospitals. Data is uploaded into Clarivate's databases on a regular basis; the robust sample size provides Clarivate with a reliable resource for accurate pricing and market penetration, and it provides a sound basis for market size and market share calculations. This allows Clarivate to evaluate markets by manufacturer, brand, product attributes, region, and facility size.
Data Capture	·Data is uploaded on a biweekly basis from participating hospitals in the US. The panel includes more than 1900 hospitals of all sizes and regions in the US. Trends are rigorously validated through a multitiered process of checks, including, but not limited to, · Pricing (ASP) checks, · Volume/procedure checks, · Variance checks using historical information, and · Benchmarking with industry partners.
Sample	Clarivate receives a consistent dataset in which 90% of the facilities report in each quarter. Clarivate receives purchasing data on a biweekly basis.
Confidentiality	· Clarivate will maintain the confidentiality of reporting hospitals.
Terminology	• *National Total (NT):* Extrapolated data representing the national view of the 50 US states. Market overview, manufacturer portfolio, revenue tool,, and price-volume mix dashboard view tabs use NT data source. • *Moving Annual Total (MAT):* Rolling calendar year representing the 4 most recent quarters populated in the dashboard • *Average Selling Price (ASP):* The average price of the SKU across all the facilities in the PriceTrack sample • *Stock Keeping Unit (SKU):* The part number/barcode representing every unique product sold

Use cases: performance analysis using Revenue Tool

PriceTrack dashboard

Performance analysis
Facility-level dynamics
Price analysis
Price-volume analysis
Competitive intelligence

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?
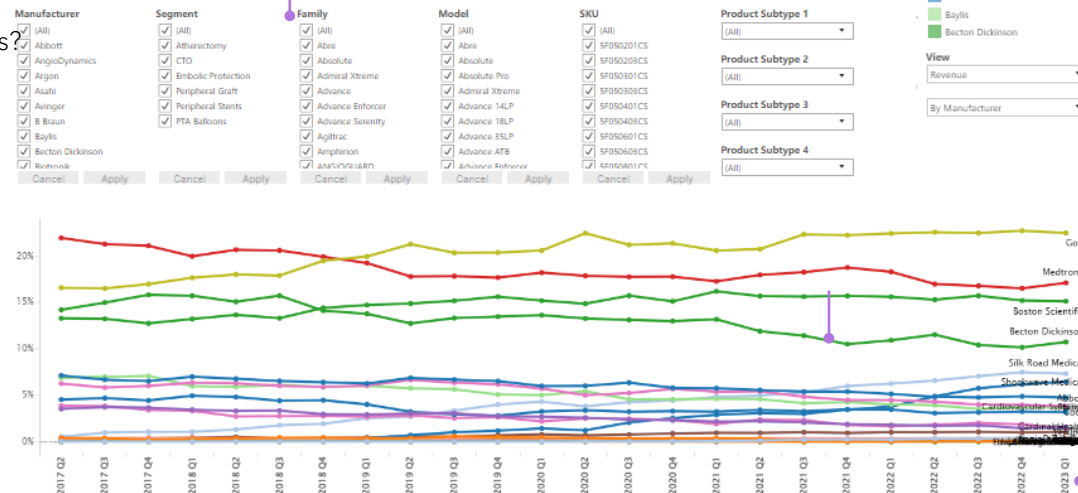- How does the market break down between two specific product attributes?

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

Include/exclude any combination of descriptors.

Decide how you want to view the market.

Assess share changes over time.

Use cases: performance analysis using Revenue Tool

PriceTrack dashboard

Performance analysis

Facility-level dynamics

Price analysis

Price-volume analysis

Competitive intelligence

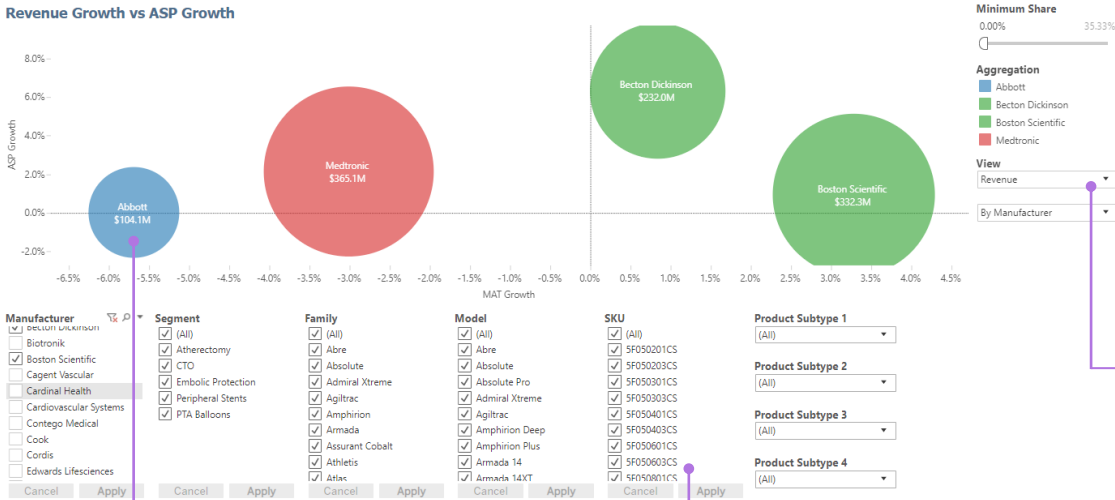## Quickly assess quarterly standouts

**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.

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

Revenue Growth vs ASP Growth

- Becton Dickinson $232.0M
- Medtronic $365.1M
- Boston Scientific $332.3M
- Abbott $104.1M

ASP Growth (y-axis): -2.0%, 0.0%, 2.0%, 4.0%, 6.0%, 8.0%

MAT Growth (x-axis): -6.5%, -6.0%, -5.5%, -5.0%, -4.5%, -4.0%, -3.5%, -3.0%, -2.5%, -2.0%, -1.5%, -1.0%, -0.5%, 0.0%, 0.5%, 1.0%, 1.5%, 2.0%, 2.5%, 3.0%, 3.5%, 4.0%, 4.5%

Minimum Share
0.00% — 35.33%

Aggregation
- Abbott
- Becton Dickinson
- Boston Scientific
- Medtronic

View
Revenue
By Manufacturer

Manufacturer
- Becton Dickinson
- Biotronik
- ☑ Boston Scientific
- Cagent Vascular
- Cardinal Health
- Cardiovascular Systems
- Contego Medical
- Cook
- Cordis
- Edwards Lifesciences

Cancel   Apply

Segment
- ☑ (All)
- ☑ Atherectomy
- ☑ CTO
- ☑ Embolic Protection
- ☑ Peripheral Stents
- ☑ PTA Balloons

Cancel   Apply

Family
- ☑ (All)
- ☑ Abre
- ☑ Absolute
- ☑ Admiral Xtreme
- ☑ Agiltrac
- ☑ Amphirion
- ☑ Armada
- ☑ Assurant Cobalt
- ☑ Athletis
- ☑ Atlas

Cancel   Apply

Model
- ☑ (All)
- ☑ Abre
- ☑ Absolute
- ☑ Absolute Pro
- ☑ Admiral Xtreme
- ☑ Agiltrac
- ☑ Amphirion Deep
- ☑ Amphirion Plus
- ☑ Armada 14
- ☑ Armada 14XT

Cancel   Apply

SKU
- ☑ (All)
- ☑ 5F050201CS
- ☑ 5F050203CS
- ☑ 5F050301CS
- ☑ 5F050303CS
- ☑ 5F050401CS
- ☑ 5F050403CS
- ☑ 5F050601CS
- ☑ 5F050603CS
- ☑ 5F050901CS

Cancel   Apply

Product Subtype 1
(All)

Product Subtype 2
(All)

Product Subtype 3
(All)

Product Subtype 4
(All)

Decide how you want to view the market.

Include/exclude any combination of descriptors.

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Use cases: facility-level dynamics using Pricing Tool
PriceTrack dashboard

Performance analysis
Facility-level dynamics
Price analysis
Price-volume analysis
Competitive intelligence

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.
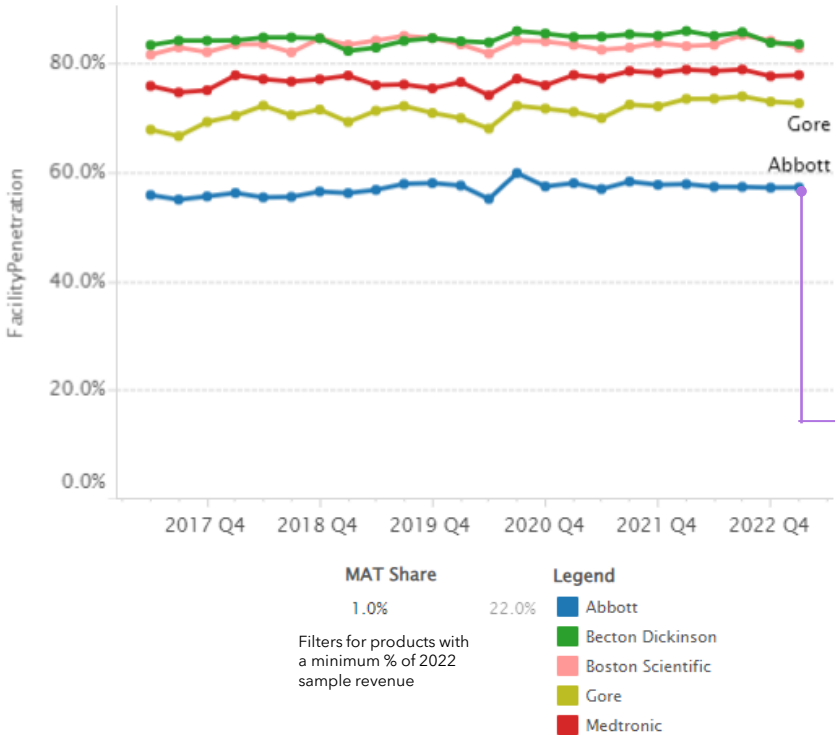- How does a new brand's facility penetration compare to its manufacturer's existing reach?
How does that data impact our internal forecasts for the brand?

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

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

MAT Share

1.0%   22.0%

Filters for products with a minimum % of 2022 sample revenue

Legend
- Abbott
- Becton Dickinson
- Boston Scientific
- Gore
- Medtronic

Use cases: price analysis using Pricing Tool

PriceTrack dashboard

Performance analysis
Facility-level dynamics
Price analysis
Price-volume analysis
Competitive intelligence

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 share
- Manufacturer share
- Brand share
- By model

Pricing Tool

The pricing and revenue tools provides additional metrics ability to define your own market segment and the ability
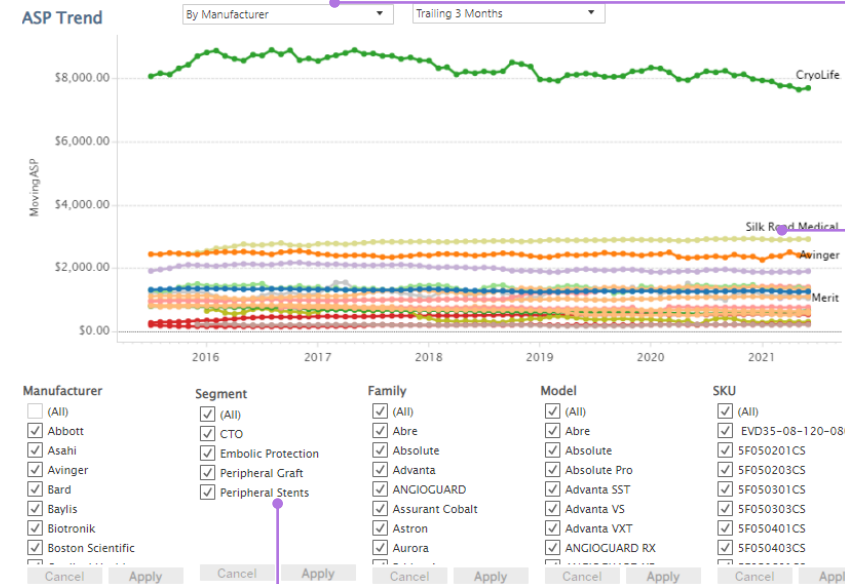
Decide how you want to view the market.

Assess price changes over time.

Include/exclude any combination of descriptors.

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Use cases: price analysis using Pricing Tool

PriceTrack dashboard

Performance analysis
Facility-level dynamics
Price analysis
Price-volume analysis
Competitive intelligence

Assess pricing dynamics by facility type

Determine whether volume discounts are impacting a given market based on price per volume trends.

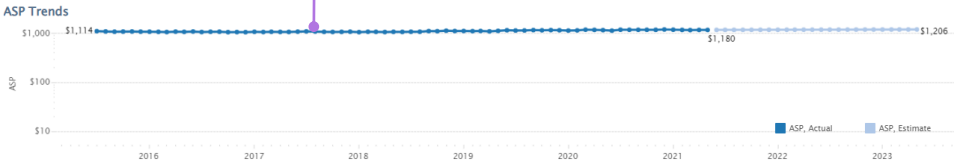Compare how price varies between U.S. regions, or between hospitals of different sizes.
• Gauge the overall degree of price variability in a given market, product subsegment, or even brand

View individual purchases by price vs. volume.

View price variability across "buckets" of hospital size or region.
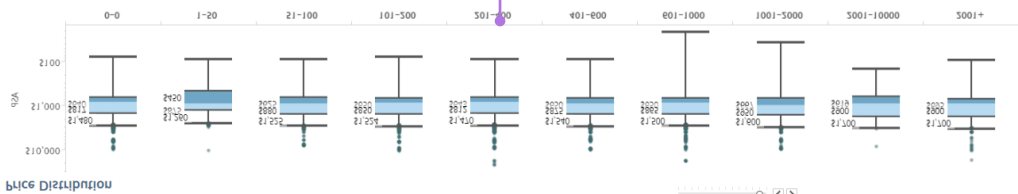
Use cases: facility-level dynamics using Non-Overlapping Facilities Tool

Price track dashboard

Performance analysis

Facility-level dynamics

Price analysis

Price-volume analysis

Competitive intelligence

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?

Assess levels of exclusivity for each manufacturer.

Analyze trends over time.

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)
Quarter 2020 Q1

Distinct count of Facility ID	Total Facilities available for the Quarter	Percent of Non Overlapping Facilities
72	1,007	7%

Facility Non Overlap over the period
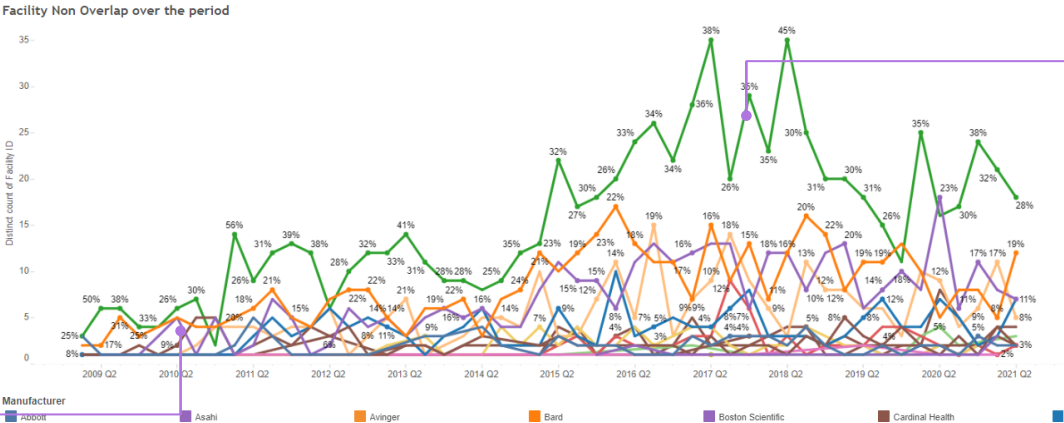
Use cases: facility-level dynamics using Facility Overlap Tool

PriceTrack dashboard

Performance analysis
Facility-level dynamics
Price analysis
Price-volume analysis
Competitive intelligence

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?

Specify detailed overlap criteria queries.

Quantify shared accounts.

Use cases: price-volume analysis using Price Volume Mix Tool
PriceTrack dashboard

Performance analysis
Facility-level dynamics
Price analysis
Price-volume analysis
Competitive intelligence

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.
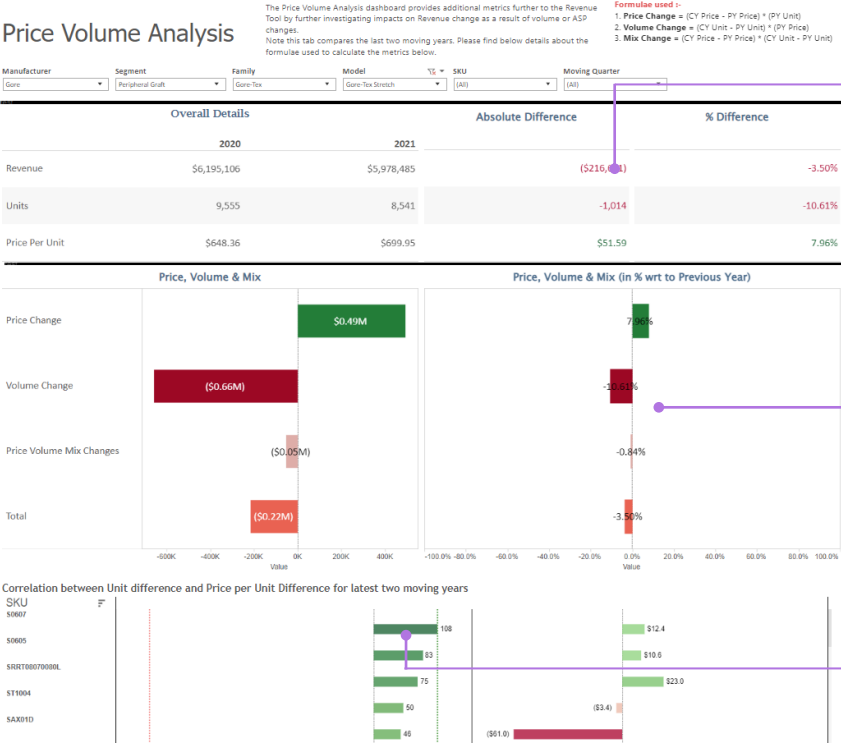
Benchmark revenue, unit and price changes.

Compare relative impact of price and unit changes.

SKU-specific underlying detail.

Use cases: competitive intelligence using Manufacturers Portfolio Tool

Price Track dashboard

Assess your competitors' portfolios

| Performance analysis |
| Facility-level dynamics |
| Price analysis |
| Price-volume analysis |
| **Competitive intelligence** |

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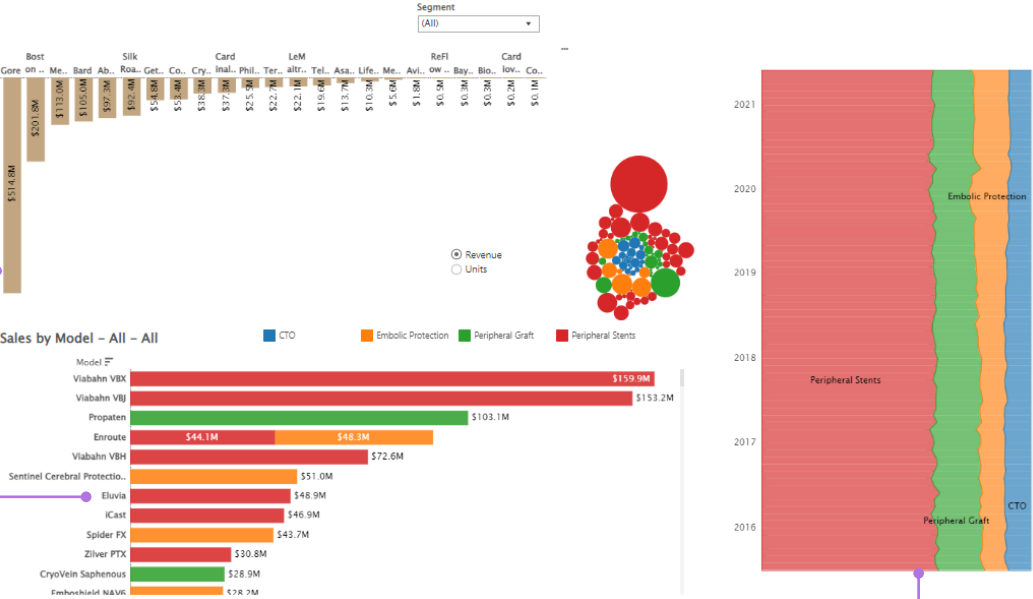
Quickly identify the top brands for each manufacturer.

Select a company.

Top brands, coded by product subtype.

Portfolio evolution.

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Thank You

Questions? Healthcare.support@clarivate.com – DRG Platform