



DRG Medtech Competitive Intelligence

A Comprehensive View of the Medtech Competitive Landscape

Date

Competitive strategy is challenging

Data on competitors is often delayed, fragmented, and filled with irrelevant and biased information

TIMELINESS

- Challenges with accessing the right competitor data, at the right time
- Leads to delayed decision making

FRAGMENTATION

- Fragmented and misaligned data on competitors
- Leads to missing context and under-optimized competitive strategy

CHALLENGES WITH COMPETITIVE INTELLIGENCE IN MEDTECH

NOISE AND BIAS

- Incorrect or irrelevant segmentation without requisite detail making it difficult to do apples-to-apples financial comparisons
- Leads to lower confidence in conclusions due to biased sources
- Leads to noise drowning out insights

GEOGRAPHIC LIMITATIONS

- Limited geographic scope for available solutions
- Leads to missed opportunities globally

Push your competitive strategy forward with confidence

Gain a better understanding of who your competitors are, what they offer, when they will launch, and how you can win, curated and enhanced by Clarivate's medtech subject-matter experts



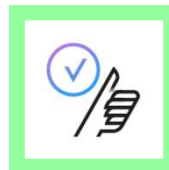
Track the medtech competitive landscape in near-real time



Understand your competitors and the competitive context for your medical devices



Stay **current** on the global medical device pipeline, from launch planning to tracking



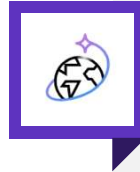
Forecast pipeline movements, financial models and timelines accurately



Design a data-driven competitive strategy

Identify drivers of competitor success and areas where they struggle

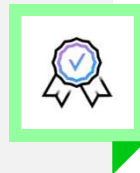
When will my competitor launch in specific geographic regions and product segment?



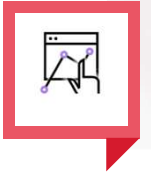
What market segments are my competitors active in? What segments drive their growth and where do they struggle?



What are some of their major achievements recently of my competitors?



What is my competitor's financial performance in the markets we're focused on?



How prominent are my competitors in the news?

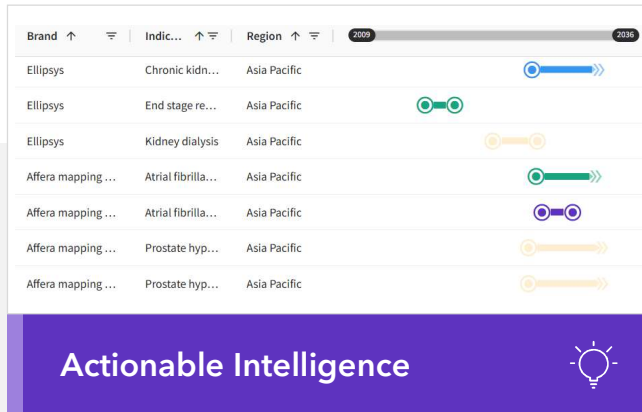


What is my competitor's and my global market share in segments of interest? What is driving their share dynamics?



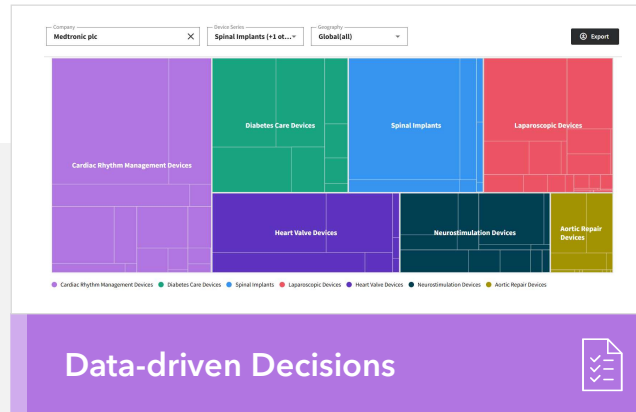
A comprehensive view of your competition within the medical device space

One platform for all Medtech competitive intelligence needs. Built for Medtech, by Medtech



Access comprehensive competitor intelligence for the medical device industry, all in **one** platform.

- Financial analysis
- Company insights and global market share
- Pipeline intelligence
- News and events

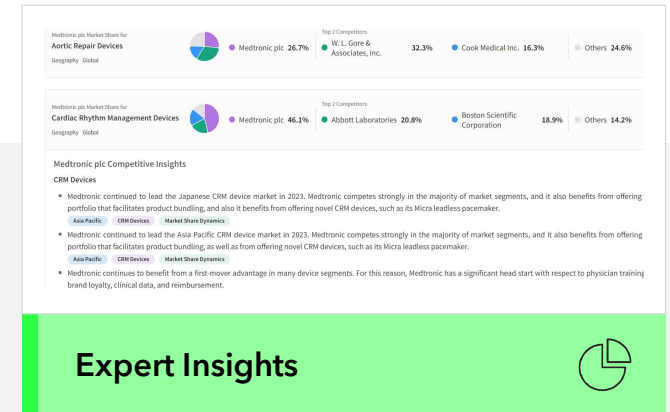


Develop a data-driven strategy with accurate competitor data.

Forecast with precision with the financial analysis feature.

Predict granular device pipeline shifts and plan accordingly.

Dive deep with more granular filters that allow you to answer specific questions about your device or therapy area.



Empower your decision-making with a company insights section that provides detailed information about the company, its portfolio, and market share.

Explore additional **Analyst insights** from subject matter experts.

Why DRG Medtech Competitive Intelligence(DRG MCI)?

Market data at your fingertips



Competitor Summary



Access a comprehensive source of pipeline and competitor intel, covering competitors in the medical device industry globally.

All data is categorized by company, device series (market segment), and geography to cut to the heart of the most important information to you.

Pipeline Intelligence



Review each competitor's most important products in the pipeline including company, brand, product type, device series, geography indication, timeline, and estimated launch date.

Financial Analysis



Explore granular data on:

- Sales by product segment
- Sales growth across a set of competitors

News and Events



Track the latest information on:

- Volume of news
- Press releases, powered by Cortellis
- Recent headlines, powered by BioWorld

Competitor Insights



Read analyst insight authored by subject-matter experts within the medical device space.

Get an at-a-glance view of global market share and top competitors for any company within a segment



Application features: export all charts to PNGs, data to spreadsheets, and content to PDF reports

Navigate the industry landscape with DRG Medtech Competitive Intelligence

Actionable competitive intelligence at your fingertips

DRG Medtech Competitive Intelligence driven Competitive Strategy

Subject matter EXPERTISE

- Purpose-built for the medical device market, by medtech market experts
- In-depth insights on medical device competitors



Accurate DATA

- Global coverage
- Accurate data, fueled by Clarivate's DRG Medtech data assets
- Harmonized common taxonomy to support confident decision-making

Actionable INSIGHTS

- Track news, events, and trends
- Understand data to a granular level
- Drive decision making with relevant data

Use Cases

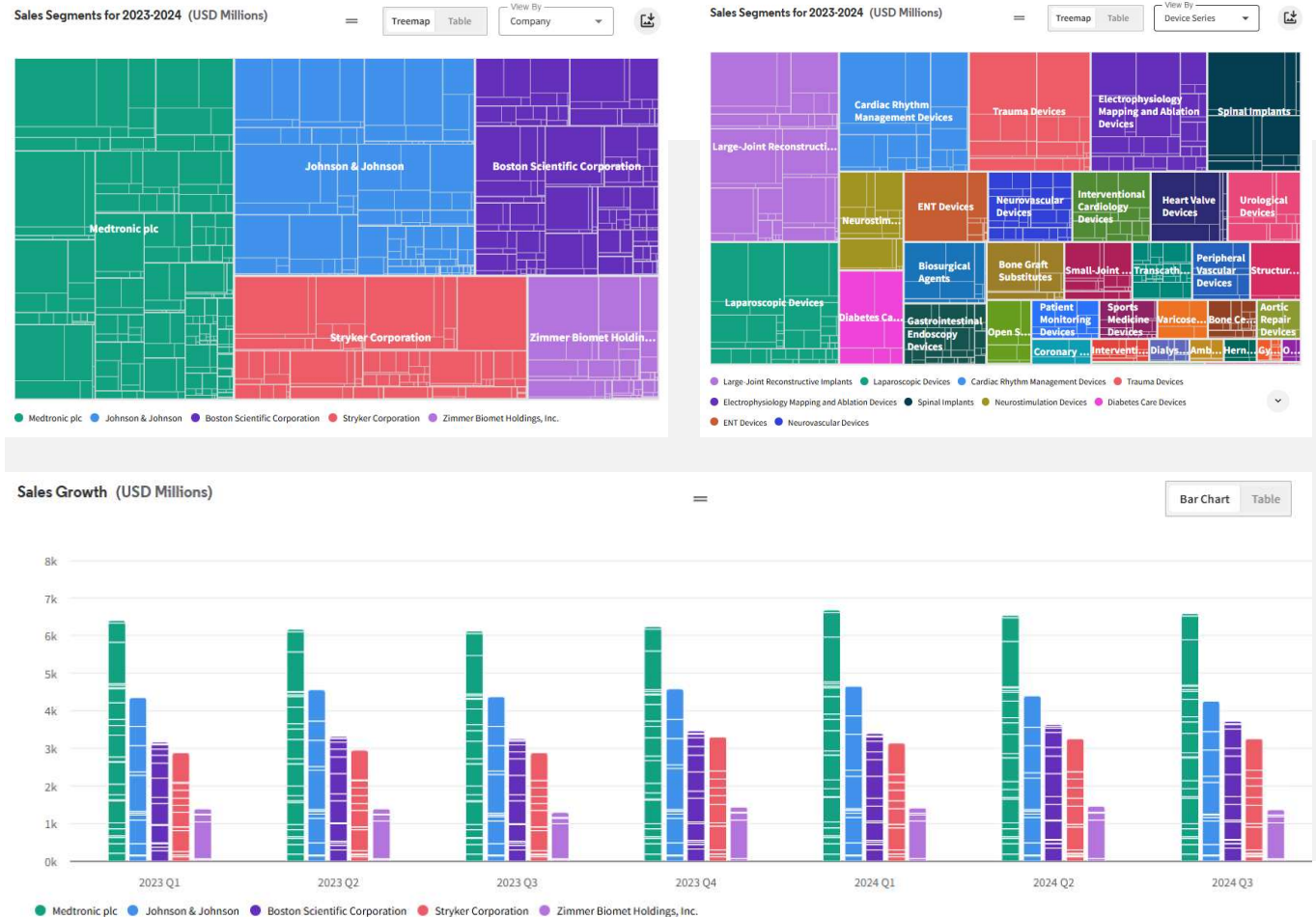
DRG Medtech Competitive
Intelligence



Use case

Dive deep into financials

-  **Create** financial models for yourself and your competitors
-  **Trust** the unbiased view of proprietary Clarivate models to provide third-party view of competitor companies' sales position across and within detailed market segments
-  **Deep dive** into different segments, with product level, and geographic regions for quarterly financial modelling, changing over time. Add up to 5 competitors in a single view
-  **Track** sales quarterly over time



Use case

Gain analyst insights on competitors



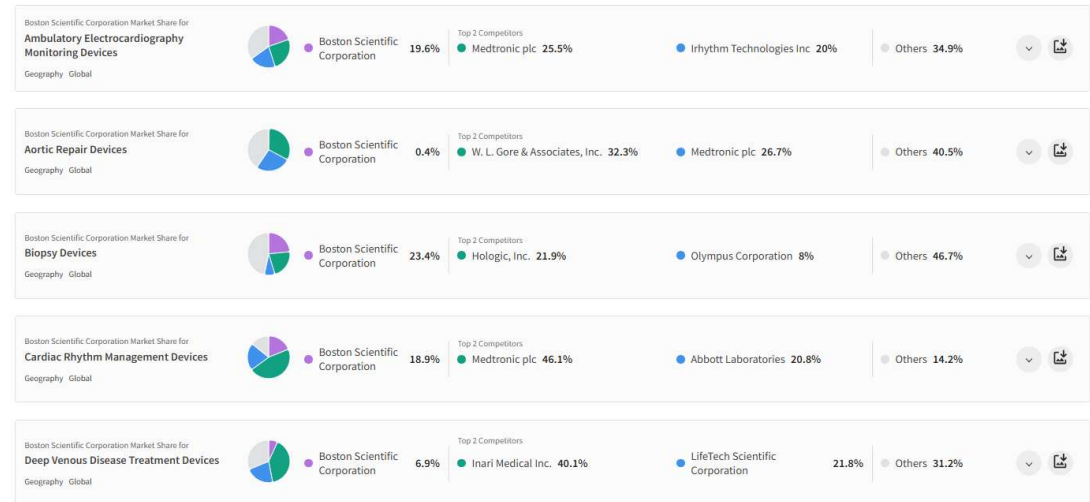
Explore global competitor market share details to develop a comprehensive commercial strategy.



Gain a complete picture by coupling Clarivate industry analysts' insight with proprietary DRG Medtech Competitive Intelligence market share analysis.



Explore granular competitive details by region/device/ company provided by Clarivate analysts.



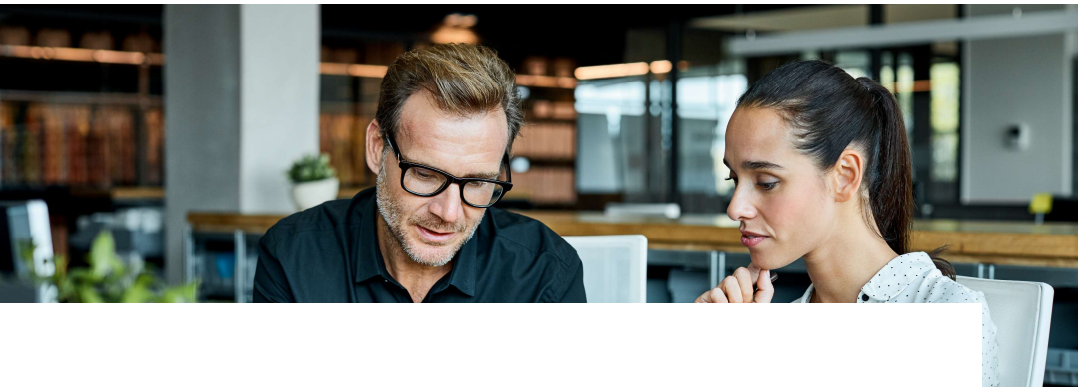
Medtronic plc Competitive Insights

Europe

- Medtronic held second-leading position in the European EP ablation catheter market in 2023, holding a strong share of both the single-shot and focal cryoablation segments that year. This includes sales of its Arctic Front family of single-shot cryoablation catheters used in PVI for AF treatment and Freezor family of focal cryoablation catheters used in a minority of cryoablation procedures majorly in AVNRT, atrial flutter, AT, VT, and SVT procedures (Medtronic, 2024). Because the company was the first-to-market with cryoablation technology, sales of its cryoablation systems and catheters are bolstered by its first-mover advantage and longstanding brand reputation.
[Europe](#) [EP Ablation Catheters](#) [Market Share Dynamics](#)
- The company's market share in single-shot cryoablation catheters segment was also supported by the positive results from the Cryo-FIRST trial that showed first-line treatment with the single-shot Arctic Front Advance cryoablation catheter was superior to AAD in improving AF-related symptoms (Pavlovic N, 2021) (please see Key Clinical Trials in the EP Mapping and Ablation Device Market chapter).
[Europe](#) [EP Ablation Catheters](#) [Market Share Dynamics](#)
- Use of Medtronic's Freezor MAX cryoablation catheter is nominal because improvements in single-shot cryoablation design have reduced concomitant use of the device. Furthermore, the pediatric SVT patient population that the device is typically used in remains small and is

Use Case

Understand the complete device pipeline

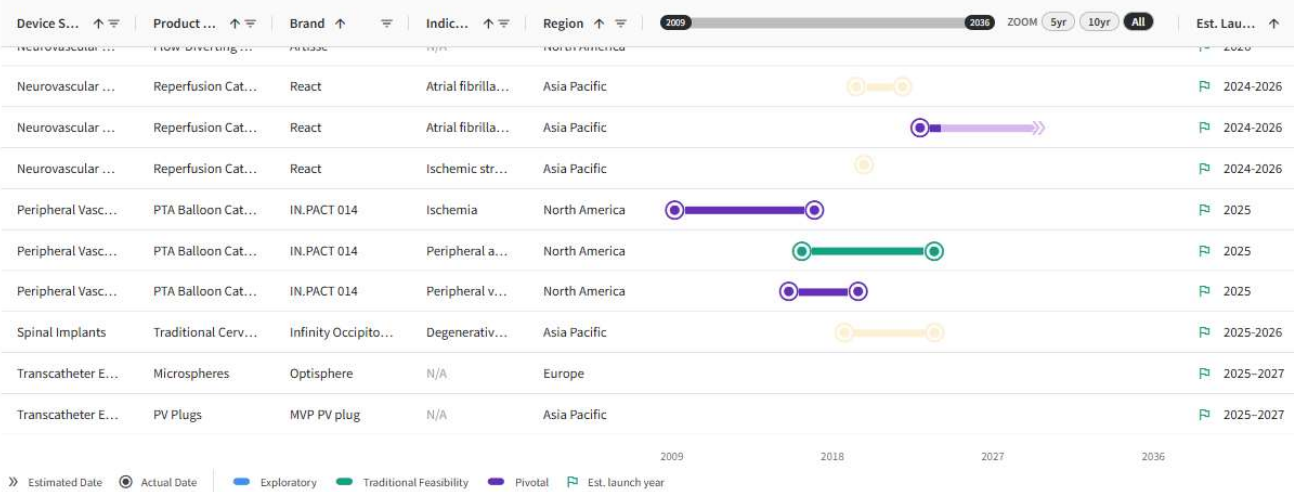


 **Understand** the development status of devices being developed in a certain therapy area based on disease, technology, and more

 **Identify** new competitive threats in your space and evaluate their stage of development, device type, product type, brand, indication, region of development, and estimated launch year

 **View** the complete picture using a single integrated platform

Pipeline Intelligence



Use case

Track all news and events in one spot



Assess the activity of your competitors within the market segments that matter to you



Access press releases (powered by Cortellis) and recent headlines (powered by Bioworld)



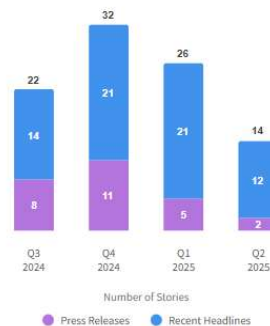
Stay **updated** on the volume of news



Compile reports of recent news to evaluate competitor activity

News & Events

Boston Scientific Corporation



Latest Press Releases (Powered by Cortellis)

Implicit's EVIDENCE-RM Study Demonstrates Marked Improvement in ICD Patient Outcomes Apr 24 2025
Implicit's EVIDENCE-RM Study Demonstrates Marked Improvement in ICD Patient Outcomes Implicit's EVIDENCE-RM...

Second phase of ADVANTAGE AF study of FARAPULSE(TM) Pulsed Field Ablation System... Apr 24 2025
Second phase of ADVANTAGE AF study of FARAPULSE Pulsed Field Ablation System meets primary safety and efficacy endpoints...

Ajax Health and KKR Form New Platform to Develop System for Treating Heart Failure Mar 04 2025
Ajax Health and KKR Form New Platform to Develop System for Treating Heart Failure Ajax Health and KKR Form New Platform t...

Boston Scientific announces pricing of €1.5 billion Feb 21 2025

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Recent Headlines (Powered by Bioworld)

Appointments and advancements for April 23, 2025 Apr 23 2025
Marlborough, Mass.-based Boston Scientific Corp. said that Dan Brennan, executive vice president and chief financial officer, has...

Field Medical harvests \$40M for PFA system Apr 22 2025
Field Medical Inc. reaped \$40 million in its series A fundraising via \$20 million in new capital and conversion of \$20 million in seed...

Elixir granted CE mark for Lithix IVL Apr 15 2025
Receipt of EU MDR CE mark may not be a magic potion, but Elixir Medical Corp. is certainly feeling a boost from the regulatory no...

Impact of tariffs on supplies of semiconductor tough to calculate Apr 15 2025
The Trump administration sent several signals about the imposition of tariffs on semiconductors – a vital component for...

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Roadmap

DRG Medtech Competitive
Intelligence



Product and content roadmap

DRG Medtech Competitive Intelligence is continuing to grow



	Q3 2025 <i>Product launch</i>	Q4 2025* <i>Additional content sets and companies</i>	2026 and onward* <i>More features, content sets, and companies</i>
Application features	- Access to individual companies or full content set (all access) - Global filters for company, device series, and geography - Export data to Excel - Export content to PDF report - Download images as PNG	- Enhanced "My preferences" page to customize user experience - Continued feature development based on user feedback and use-cases	- Access to specific segments ("Device Series" or "Therapy Area") - Continued feature development based on user feedback and use-cases
Application pages (in-depth content sets)	- Competitor Summary - Financial Analysis	- Pipeline Intelligence - Company Insights	- News and Events - Product Portfolio
Company coverage	30 of the top medical device companies globally	Up to 100 of the top medical device companies globally	Thousands of medical device companies, including early-stage startups



Thank You

About Clarivate

Clarivate is the leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit clarivate.com

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