



Global Market Model for a Top 20 Medtech Company

Building decision-ready, multi-therapy intelligence to guide strategy, portfolio planning, and commercial execution

Background

A top 20 global Medtech company approached us with a need for a unified, accurate, and scalable global market model. Their teams required robust insights across several therapeutic areas to inform market sizing, competitive positioning, resource deployment, and long-term investment strategy.

Our mandate: deliver a comprehensive, integrated intelligence framework capable of supporting high-stakes decisions across **multiple surgical and interventional therapy areas*** (e.g., Orthopedics, ENT, Gastrointestinal, Cardiovascular, and many others).

* Therapeutic areas have been referenced at a high level to preserve client confidentiality.

Customer Challenges



Accurate Market Sizing

The organisation required **robust, trusted market intelligence** spanning three major therapeutic areas to support:

- Strategic market sizing
- Portfolio optimisation
- Capital investment and planning

Their existing inputs lacked consistency across markets, making cross-therapy comparisons difficult.



Competitive Landscape Insight

Leadership needed detailed visibility into competitor share—**by product, manufacturer, and segment**—to refine positioning and inform proactive commercial response strategies.



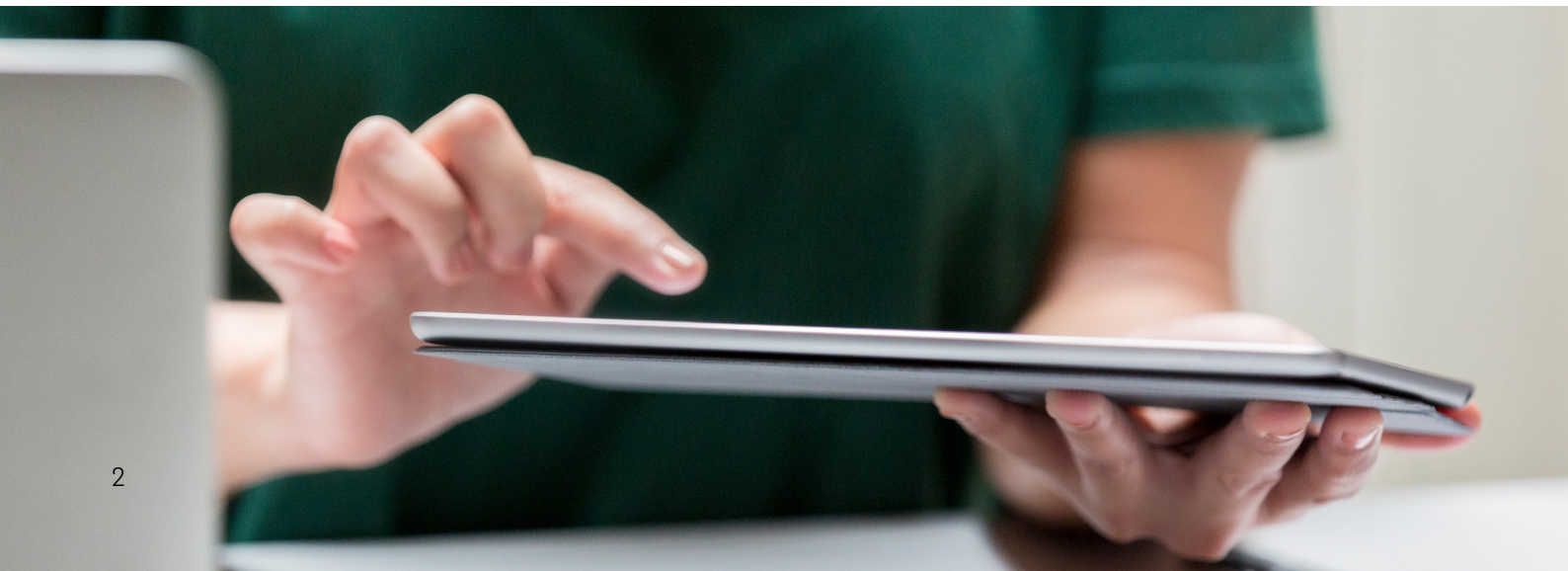
Launch Tracking Tools

For key product launches, they needed **real-time tracking tools** to monitor adoption patterns and enable rapid commercial interventions that would accelerate uptake.



Facility & Professional Mapping

To deploy the field force effectively, the client required comprehensive mapping of **healthcare facilities and professionals**, ensuring targeted sales activation across markets.



Our Approach



01. Precision Engagement & Therapeutic Expertise

Our team engaged stakeholders through structured conversations designed to deeply understand their clinical, commercial, and strategic challenges.

By demonstrating rigorous therapeutic expertise across **a broad range of surgical and interventional therapy areas**, we ensured alignment on definitions, workflows, and success criteria.



02. Continued On Site Collaboration

Through site visits, workshops, and ongoing cross functional collaboration with product and insights teams, we established strong engagement loops that enabled:

- Real time intelligence sharing
 - Rapid refinement of assumptions
 - Internal champions who could drive adoption and ensure model integrity
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03. Solution Approach: Data + Human Expertise

We adopted a solution approach that integrated:

- Proprietary market intelligence datasets
- Pricing and claims insights
- Analytics frameworks
- Forecasting models
- Subject matter expert interpretation

This combination allowed us to answer the business questions holistically—far beyond what data alone could deliver.

By packaging datasets with expert-guided analysis, we delivered a comprehensive, decision ready solution unmatched by traditional data vendors.

The Solution: Global Integrated Market Model

We built a harmonized global market model covering **multiple surgical and interventional therapy areas**, including:

- **Decision-ready market sizing** across all four therapy areas
- **Competitor share analysis** at the product and manufacturer level
- **Launch tracking dashboards** for post-launch performance optimisation
- **Facility and professional mapping** for targeted field deployment
- **Forecasting and scenario planning** capabilities for long-term strategy

The model established a single, consistent intelligence framework that the client could rely on across regions and business units.

How We Delivered It

To answer the client's business questions and provide a comprehensive view of their markets, we anchored our approach in two pillars:

Built trust through expertise

We deployed a dedicated MedTech Insights team with deep therapeutic knowledge aligned to the company's focus areas. This allowed us to move beyond transactional data delivery and operate as a strategic thought partner from day one.

Delivered an integrated solution

While competitors often provide fragmented or standalone offerings, Clarivate delivered a fully customised, end-to-end solution. This combined proprietary datasets, pricing intelligence (Pricetrack), procedure-level analytics (DRG Commercial Analytics 360 and European Procedure Finder), forecasting models, and coding frameworks into a single decision support system tailored to the company's strategic objectives, enabled by the MedTech Insights team.

Outcomes

The engagement delivered measurable impact across the organization:



Strategic Decision Clarity

Leadership gained accurate, consolidated market sizing that supported portfolio prioritization, investment decisions, and multi year strategy development.



Optimized Sales Deployment

Facility and professional mapping guided the precise deployment of the field force, improving targeting efficiency and regional impact.



Competitive Advantage

The team now has a detailed view of the competitive landscape, enabling faster, more informed decisions on positioning, messaging, and market response.



Enterprise Ready Intelligence

The global model became the organization's single source of truth, ensuring alignment across marketing, commercial, strategy, and finance functions.



Stronger Launch Performance

Launch tracking tools provided near real time adoption insights, helping commercial teams quickly identify strengths, gaps, and required interventions.

About Clarivate

Clarivate is a leading global provider of transformative intelligence. We offer enriched data, insights & analytics, workflow solutions and expert services in the areas of Academia & Government, Intellectual Property and Life Sciences & Healthcare. For more information, please visit clarivate.com.

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