



Medtech market insights

Medtech 360 with Data Explorer

Contextualized data for your specialized needs

Answer key questions and make data-driven portfolio decisions

- How big is the global market? Where is the market growing the most?
- What do my current portfolio successes/risks look like?
- What is the size of my total addressable market?
- What is the market size and opportunity?
- What key trends are driving the market segments we operate in or are entering/exiting?
- What is the trajectory for a market segment under consideration for investment/ divestment?
- Who has the most market share in X device market? Who is gaining/losing market share? Are there new entrants to be concerned about?



Medtech 360

250+ Medtech companies including 18 of the top 20 rely on Medtech 360 for market data and insights

Diverse coverage of Medtech markets across therapy/specialty areas:

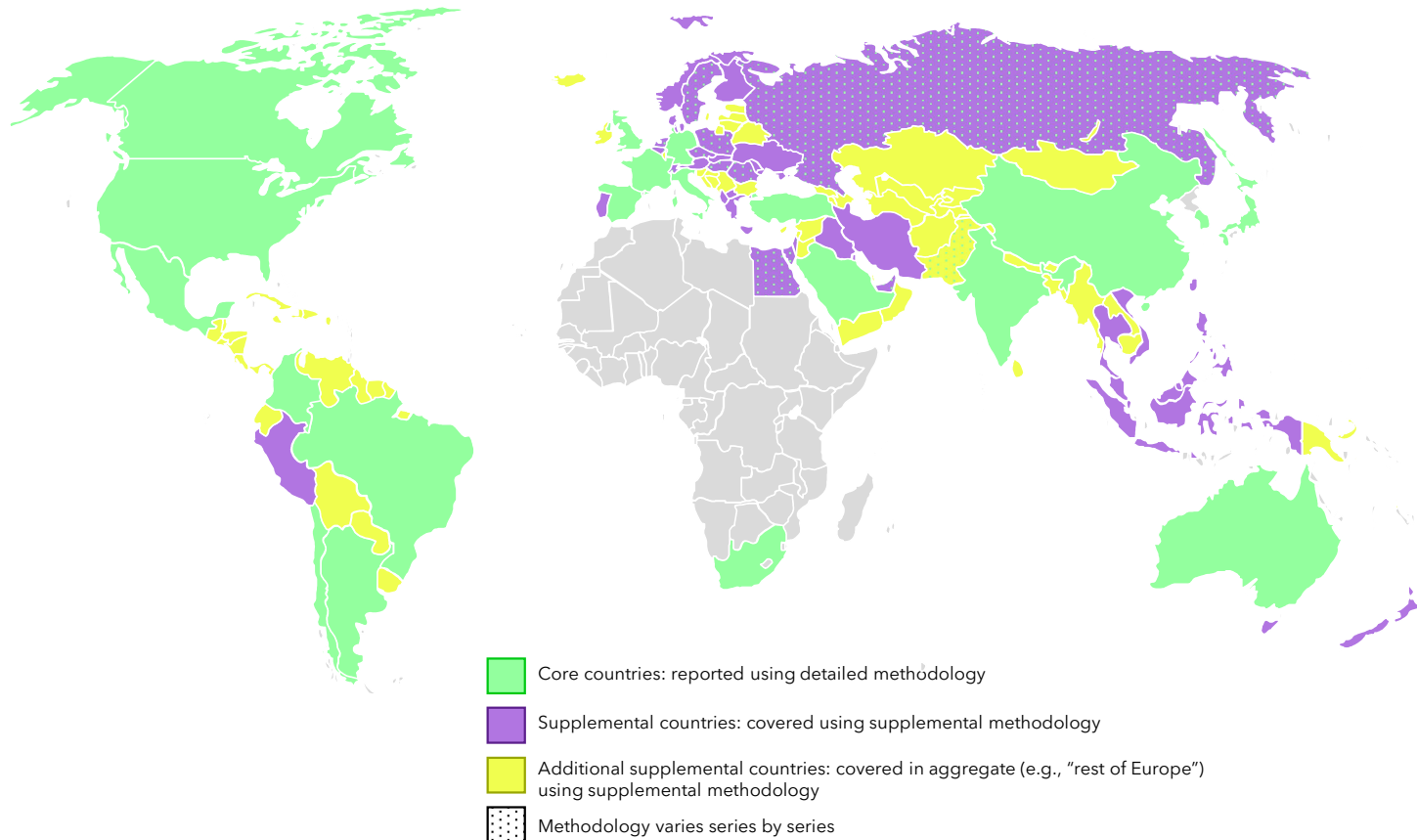
- Aesthetics
- Cardiovascular
- Dental
- Diagnostics
- Endoscopy & open surgery
- Gynecology
- Healthcare IT
- Imaging
- Orthopedics
- Reprocessing & sterilization
- Urology
- Wound care
- Other medical technology



Actionable market insights from Medtech experts

Detailed and complete views of market segments and geographies for

13 therapy areas | **80+** device markets | **50+** countries



Understand the current and future potential of your specific markets

Rely on Medtech 360 for accurate and timely market data and insights



Market size and forecasts

- Detailed market metrics include **market size and growth, procedure volumes, and average selling prices**
- Provided by segment and geography and factored into multiyear forecasts



Market share and competitive dynamics

- Market shares for key competitors across segments and geographies
- Market competition assessed via in-house data and insights from industry and physician sources



Market drivers and limiters

- Insights into market trends influencing segments and geographies
- Understand key drivers and limiters affecting market growth



Competitive analyses

- Analysis of key competitors by segment and geography and profiled with SWOT analyses
- Comprehensive insights into competitive trends and dynamics across different regions



Geography-specific trends

- Examine how geographic factors like regulatory policies and purchasing patterns affect market dynamics
- Including how local trends impact market entry, penetration, and competitiveness

The problem with data

Simultaneously too much and not enough

Accessibility

Industry and healthcare data, can be hard to find, costly, and lack breadth and granularity, yet is frequently filled with irrelevant 'noise' data.

Quality

Data you can find are often inconsistent and missing key information and delivered by providers with limited to no market knowledge, making it difficult to form a market view you can trust.

Data Synthesis

Combining and analyzing data from varied sources is a demanding process, prone to errors and resource intensive, eating up budget and employee time before analysis has even started.

A large graphic of the number 88 followed by a percentage sign, rendered in white on a blue-to-purple gradient background.

of healthcare leaders cite
integrating data from varied
sources as a significant
obstacle¹

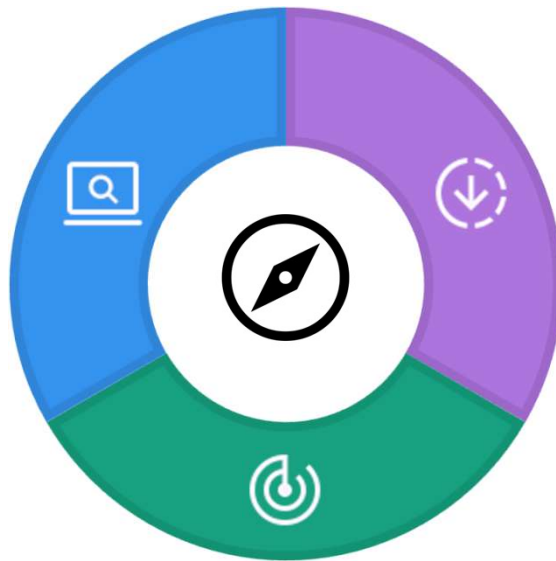
Goodbye time-consuming manual data aggregation

Hello Medtech 360 Data Explorer

Explore

Generate targeted data results instantly

- Intuitive self-service app with selects for your M360 data
- Customized views in a few clicks; save views for one-click recall and sharing



Extract

Flexible options for how and where you analyze data

- Adjust data and move between saved views quickly in-app
- Download* data selections
- Export* for integration with internal systems

Analyze

Easily align the analysis to your business needs. Create multiple data views, generate visualizations and save views for comparison of market segments, geographies and more, as set by you:

Geography | CAGR period | measures - market value, procedures, units sold, ASP | product type/device series | Market share

Make data-driven decisions with speed and confidence

Efficient

One application for integrated data exploration, visualization, comparison and extraction, with minimal effort.

Collaborate

Share saved views across your team or company

Accurate

Eliminating manual processes maintains integrity of gold-standard Medtech 360 reports data

Make strategic decisions and identify growth opportunities with confidence

Medtech 360 research methodology is unmatched for its depth, breadth and industry focus



In-house data

Our expansive data repository serves as the foundation for developing comprehensive market estimates

- Includes proprietary and syndicated research, procedure and hospital purchasing data, epidemiology, and other relevant market data



Secondary research

Analysts build on knowledge using all relevant publicly available information

- Company financials, peer-reviewed journals, news articles, government and public health data



Expert interviews

Interviews conducted with KOLs and industry professionals aid in refining and finalizing market estimates

- Basis for cross-checking top-down market modeling approach with a bottom-up model



Initial analysis

Market models are developed for procedure volumes, market sizes - units, ASPs, and revenues - and market shares

- Creates early assumptions for market segments and determines hypotheses for historical and projected market data sets



Final analysis and synthesis

All data is aggregated and analyzed by our expert analysts who then develop a comprehensive market report, including market trends, competitive positioning, and quantitative and qualitative forecasts

- Rigorous quality control process determines data validity, accuracy, relevance, and weight



Slide 7

SM1

This slide looks slightly messy to me on first glance, it takes a while to tell that we're showing a process here, is there any way to make that a bit more clear? Maybe even removing the colouring for "in-house data" might help

Sean Messenger, 2024-08-19T16:02:37.765

Medtech 360 Data Explorer plans

Standard

Free with M360 report purchase

- Up to **3** saved views

X No download

X No export

Plus

More flexibility, perfect for teams

- Up to **10** saved views

• Data downloads to Excel/CSV

X No export option

Pro

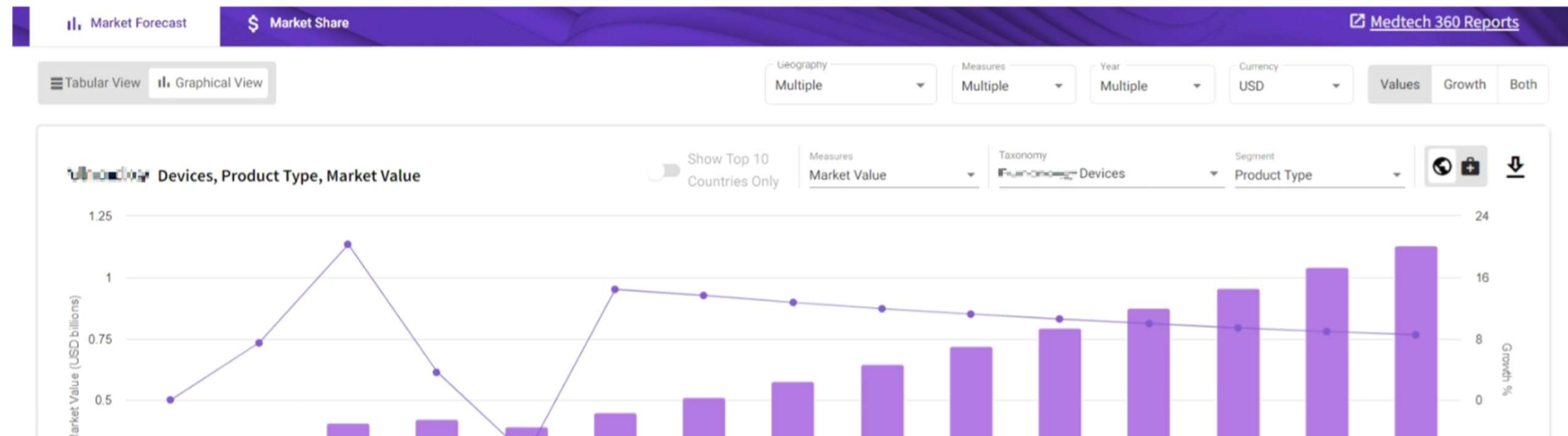
The most functionality and flexibility

- **Unlimited** saved views

• Data downloads of

• Direct data exports

• Exclusive access to new features





Think forwardTM

About Clarivate

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