

Med Tech commercial intelligence solutions

Enable top-tier commercial performance

Purpose-built solutions to optimize medical device and technology portfolio, launch and commercial strategy and execution

Your mission is our mission

[insert client logo]

[insert prospect's mission]



Our mission is to help you improve patient lives and create a healthier tomorrow.



Empowering you to achieve your goals

Insert Client Logo Here



Current Situation

- [insert text here]



Pain Points

- [insert text here]



Desired Outcome

- [insert text here]

Clarivate Medtech - Making a Difference for 30+ Years

Standing taller than the rest

→ From the time you knew and trusted us as Millenium Research Group, then DRG, and now Clarivate, our reputable products have stood the test of time and enable customers to boost portfolio value and growth, accelerate path to market, and maximize commercial success.

Legacy & Brand

Millenium Research Group (1998-2006)

Our Early Days - Market and Therapy Area Expertise
Medtech 360 Insights Reports, Marketrack

DRG (2006-2020)

Enhanced Portfolio with Data Products
Pricetrack, Procedure Finder, AMR Imaging

Clarivate (2020-TODAY)

Accelerating Innovation with the Power of the Clarivate Portfolio
DRG Medtech Competitive Intelligence 360, DRG Commercial Analytics 360, Data Explorer, US Medical Supply Distribution Tracking, DRG Global Market Tracking Solutions, Product-Procedure Analytics, Relatable Software

Medtech Focus

Built for Medtech by Medtech

Deep Expertise in your Markets
Products built for the Medtech market in collaboration with our Medtech clients

Expertise that drives accuracy - comprehensive data ecosystem, collaborative approach and deep understanding of Medtech data and markets

Differentiated Portfolio

Data the way you need it

Customizable data, flexible delivery
Remove the noise and focus on deep insights in the areas most impactful to your business
Integrated solutions across our Medtech portfolio tailored to your unique needs
Data delivered via API, web-based application or Excel

Continuous Product Innovation

Enhancing Capabilities & Expanding Coverage
Modern, AI-enabled platforms increase speed of insights and action
New geographies, sites of care and therapeutic categories

Finding opportunity in a crowded and fragmented market



Integrate relevant data to get a 360° view



Winning with data amid the information deluge demands clean, accurate data and integrated analysis for deep understanding of the market, patients and stakeholders.

“By putting the different types of data together we can see what is going on, not on a per patient basis, but in the wider market.”

Theo McCormick, senior manager of market insights, Bioventus

[View source](#)



Lean into value- and outcomes-based models



A value-based agreement can be used to differentiate a company from competitors or to accelerate the adoption of new technologies.

“Moving away from [current fee-for-service model] isn't simply a question of getting to value, but it's fundamentally recognizing that...the price has to be commensurate to the value that you're delivering.”

Francois de Brantes, senior vice president Signify Health

[View source](#)



Customer-centered engagement models



The use of diverse data and advanced analytics enables high-value engagement personalized for each stakeholder group and market served.

“Almost unanimously, the 150 healthcare executives in our survey believe that by 2035 healthcare will be centered around human needs, and will be personalized, digitized and preventative, with healthcare solutions being seamlessly integrated into daily life.”

Future of Health, PwC strategy& Germany consultants

[View source](#)



Go-to-market demands are higher than ever in this rapidly evolving market



Market Access



I must understand and articulate how my device improves outcomes to ensure coverage across markets



Commercial Strategy



I want on-demand data and insights that bring a competitive edge in terms of simplicity, accuracy and freshness of data



Sales Operations



I need to focus my sales teams on the high opportunity stakeholders and accounts



Marketing and Provider Relations





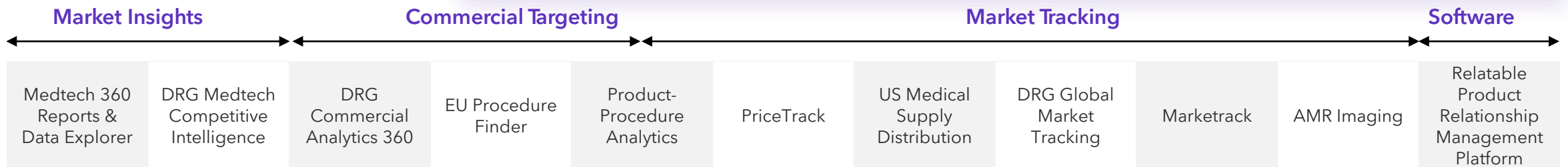
With more stakeholders involved now, I need to identify who they are plus how and where to reach them



Insights that redefine patient care and improve outcomes

Transformative intelligence that connects data and expertise with business processes to deliver safe, effective and commercially successful devices and technology to patients faster

| | |
|---|---|
|  Boost Portfolio Value & Growth | <ul style="list-style-type: none">• Uncover growth opportunities and chart clear pathways to success with strong market intelligence.• Meet patient and provider needs with enhanced medical innovation/technology planning.• Confident, informed decision-making to drive operational, clinical, and economic value. |
|  Accelerate Path to Market | <ul style="list-style-type: none">• Minimize time, coordination, and investment navigating market access landscape.• Strategically reach target market segments and accounts with insightful data.• Enable quicker, informed decisions about clinical trials, KOLs, and more. |
|  Maximize Commercial Success | <ul style="list-style-type: none">• Strengthen GTM strategies based on regional dynamics.• Meet everchanging policies in standards of care and payer decisions.• Identify opportunities/risks from tracking market volumes, price, and share trends. |



What our customers say about us?



Understanding the data has helped to shape our strategy, instead of chasing competitors, we're now looking at clinicians differently. The data is helping to change our conversations with physicians to include the business leaders of healthcare systems.

Theo McCormick
Senior Manager, Pricing & Analytics
- Bioventus





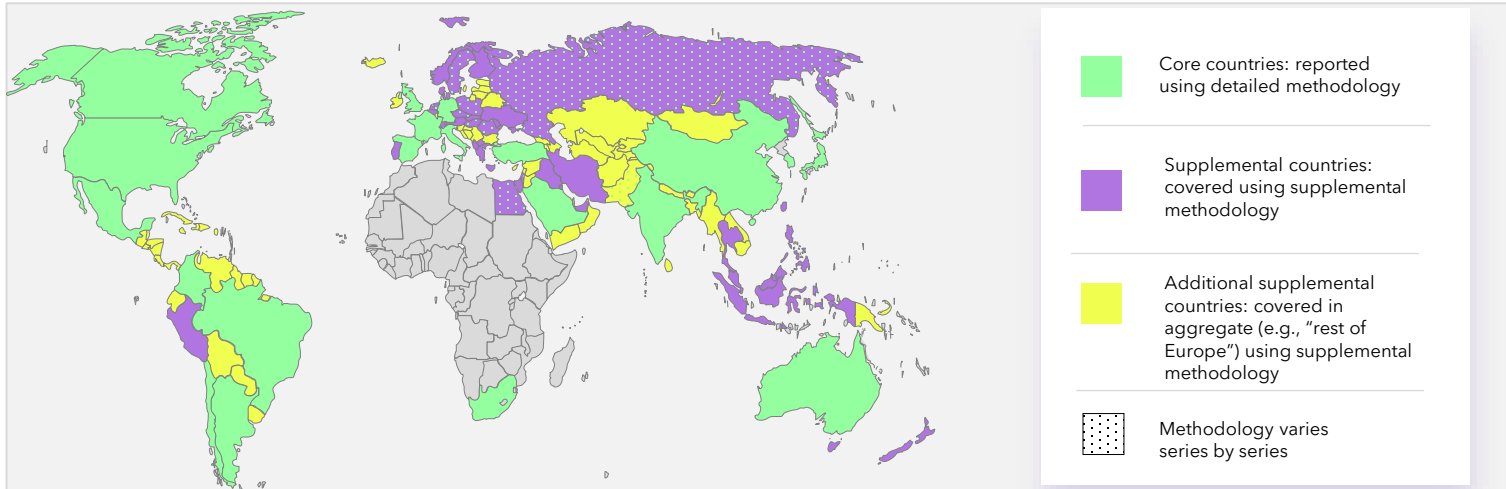
APPENDIX

Medtech 360

Understand the current and future potential of your specific markets

- **Market size and forecasting:** 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 analysis:** Analysis of key competitors by segment and geography.
- **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.

Global coverage



Key questions answered

- 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?

Features and data sources

- 80+ device markets, 50+ countries, 13 therapeutic areas
- 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
- Orthopedics
- Reprocessing & sterilization
- Urology
- Wound care
- Other medical technology

DRG Commercial Analytics 360

A real-world data driven analytics solution to navigate the complex U.S. healthcare provider landscape and increase commercial effectiveness



DRG Commercial Analytics 360 delivers the valuable provider intelligence you need to reach your target patients.

Commercial teams need comprehensive provider intelligence to strategize, plan and compete

Actionable Intelligence

Find who is treating your target patients

Discover affiliations across provider networks, location of procedures

Expand share within specific provider networks

Easy-to-use enterprise solution

Develop a nationwide commercial strategy.

Plan field sales territory.

360° Market Visibility

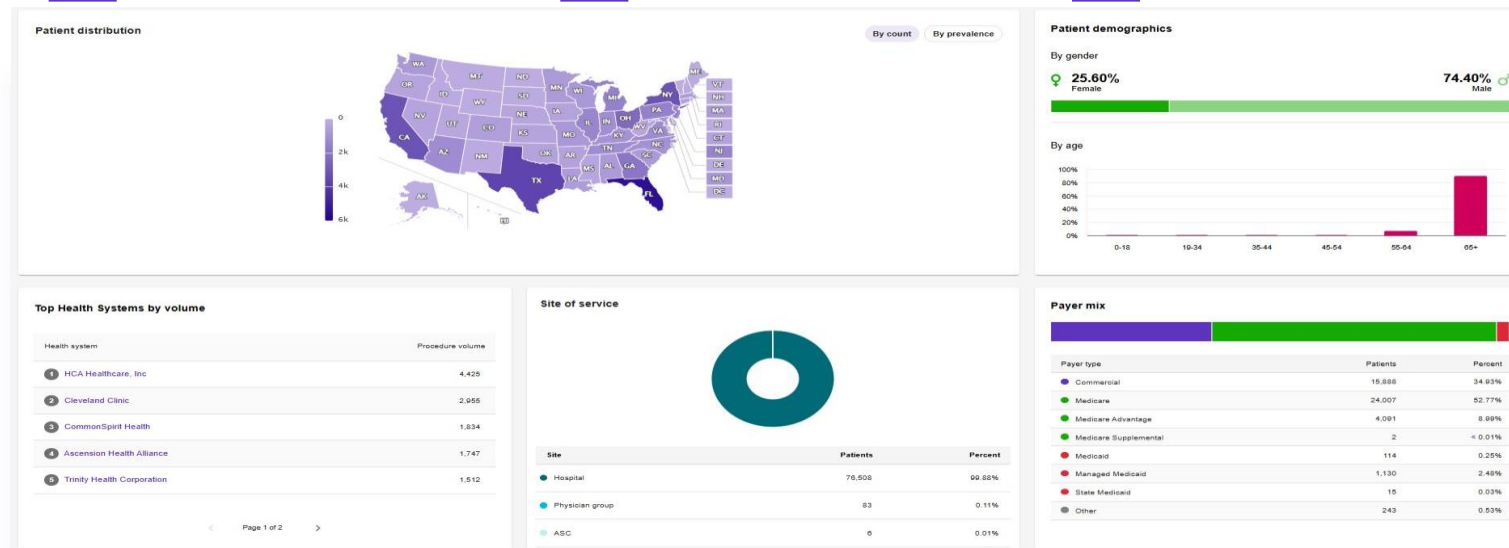
With modularized claims and code groupings

Align with your specific market definitions

Enable accurate market sizing.

Discover new and untapped opportunities.

Allocate resources efficiently



Key questions answered

Strategy

- Market share
- Patient population for a specific therapy/procedure.
- Physicians, procedures across regions.
- Provider types/facilities/systems.

Commercialization/ Go-to-market planning

- Patients of interest.
- Healthcare professional
 - Where?
 - What's the mix of facility types?
- Payer mix and payer rates for procedure(s) across provider.

Commercial Operations- Sales and Marketing

- Priority Regions/Accounts
- IDNs/Healthcare systems to emoly enterprise data
- Underpenetrated accounts



Features and data sources

Capturing data from over 200 million annual patients and a repository covering over 3 million unique providers

Procedure Data

- Procedure volumes by account (facility, physician, health system)
- Procedures by setting (Hospital, Office, ASC)
- Procedures by insurance types (Medicare, Non-Medicare)

Physician Volumes

- Physician name
- Associated facilities (affiliations)
- Primary/All Specialties

Facility Contact/Demographic Information

- Medicare Provider ID
- Hospital Name, Address, City, Zip Code, County, State
- Total Beds, Total Revenue, Total Discharges, Urban/Rural, US Census Region

EU Procedure Finder

Strategic medtech commercial targeting for European markets



Procedure Finder is the premier commercial targeting tool for rapidly identifying diagnosis and procedure volume hot spots in Europe

- Diagnosis and surgical volumes acquired from ministries of health and statistics agencies
- Volume data is mapped to hospital name, location, and profile details using our proprietary Hospital Register dataset
- Hospital-level patient encounters by disease or procedure



Key questions answered

- Where are the patients located/being treated?
- What is the regional concentration/dispersion across the country?
- What are the small/medium/large hospitals to target on launch?
- Which hospitals are considered centers of excellence to target?

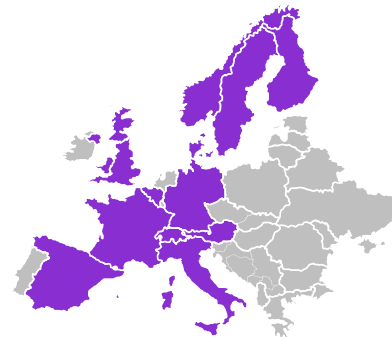


Data Coverage

- 18K+ public and private hospitals in Hospital Register
- 120+ hospital services regularly updated
- ~96K ICD-10 diagnosis codes
- Inpatient and outpatient cases*
- ~160K distinct procedure codes
- Years: 2013-2022*

EU5

- France
- Germany
- Italy
- Spain
- United Kingdom
- Austria
- Belgium
- Denmark
- Finland
- Norway
- Sweden
- Switzerland



Features and data sources

- A comprehensive hospital directory covering 25 countries in Europe, listing details of each hospital
- 120+ attributes can also be populated for each hospital, including departments, psychiatry services, laboratories, diagnostic services, imaging & equipment, and more
- Hospital encounter data from 12 countries in Europe, with inpatient and outpatient cases, covering both procedure and diagnosis codes.
- Dynamically create concentration curves, track national rankings over time, and generate custom reports.

AMR

Imaging Market Guide



Detailed clinical coverage data on patients undergoing imaging procedures across all modalities



Comprehensive analysis of diagnostic imaging market



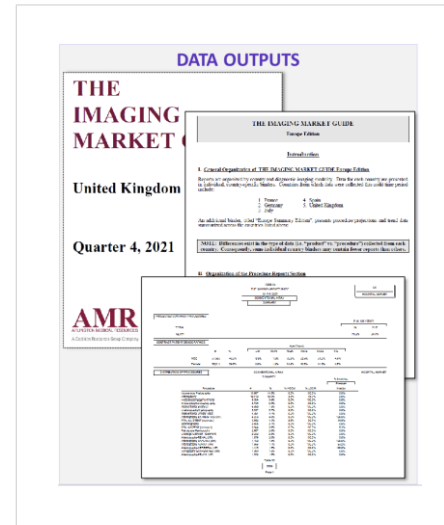
Imaging procedure volumes, associated consumables including contrast media, radiopharmaceuticals and pharmacologic stressors

Country Coverage

- France
- Germany
- Italy
- Spain
- United Kingdom
- United States

Modalities

- Ultrasound
- Nuclear Imaging (SPECT & PET/CT)
- X-Ray (Conventional & Cardiovascular)
- Computed Tomography (CT)
- Magnetic Resonance Imaging (MRI)



Features and data sources

- In-depth data collected through facility audits
- Collecting procedure volumes by indication, contrast agents, patient demographics, reason for scan, performing facilities, referring physician, in-patient vs out-patient and use of power injectors
- Quarterly and half-yearly frequency
- Ad-hoc projects for additional geographies - China, South Korea, Japan, LATAM



Key questions answered

- How many imaging procedures are being performed by modality?
- What is the prevalence of electrocardiography procedures, contrast media usage and usage of pharmacologic stressors?
- What type of patients are getting procedures of a specific type and for what reason?
- What are the specialties of physician referring patients for a specific type of scan?

PriceTrack

Device Competitive Intelligence

Real-time data solution that provides detailed, SKU-level hospital purchase order data to help our clients understand the share, price and market trends necessary to market their brands effectively.



- Largest Hospital coverage in the industry
- **>40%** of all US hospitals covered
- Broad coverage of MedTech markets
- Cleanly aligned with Clarivate'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



Key questions answered

- What product segments are adding growth?
- What is the product mix within my competitor's portfolio?
- Which brands have similar attributes to mine?
- What is the real-time market pricing for different products?
- How are different SKUs within the same brand priced?
- How are brand shares changing over time and how much is pricing strategy contributing to these changes?



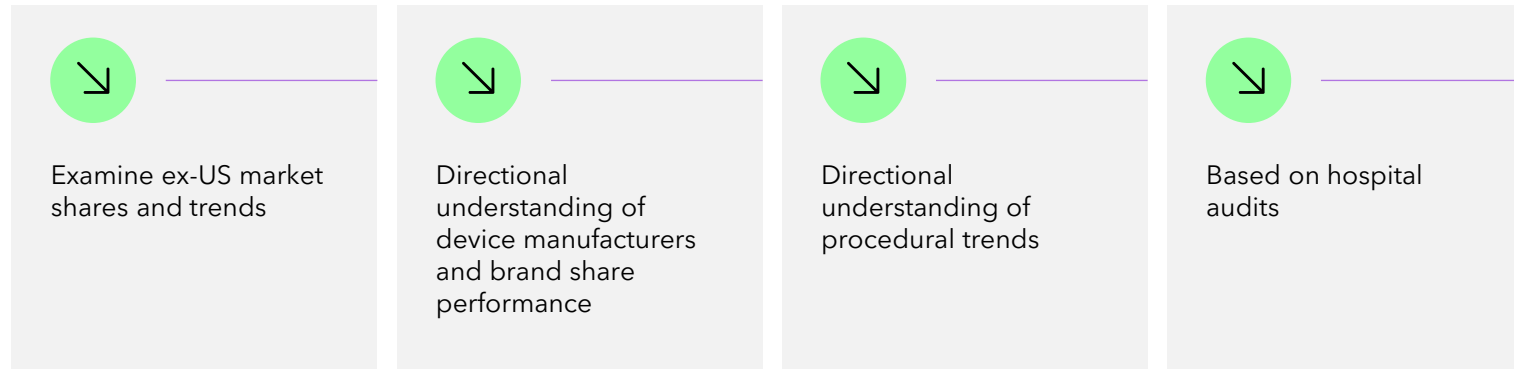
Features and data sources

- Real-time, largest competitive analytics on sales and pricing trends at brand and SKU level
- Covering 1900+ US hospitals (>40% US hospitals)
- 2.2 million unique SKUs
- >3k manufacturers
- >90% quarterly consistency



Markettrack

Device Competitive Intelligence



Key questions answered

- What product segments are adding growth?
- How are brand shares changing over time?
- What are the competing treatments for the same patient population?

Features and data sources

- Large geographic coverage outside of US, covering most European markets, Asia Pacific, Middle East and Latin America
- Quarterly updates available
- Evolved methodology, can be applied to multiple product lines

USMSD

U.S. Medical Supply Distribution

U.S. Medical Supply Distribution delivers a detailed SKU-level market tracking capability for medical supplies in the U.S. distribution sales channel, built atop exclusive distributor transaction data.

- Clarivate has partnered with HIDA, providing analytics for their long-running distributor data program
- Clarivate aggregates, curates, and enriches distributor transaction data using a robust data science approach
- Clarivate offers a monthly data feed to support numerous business analyses & objectives: Growth & Share Reporting | Pricing Strategy | etc.

Coverage

- \$53bn annual sample size, representing >85% of total sales of medical supplies via distribution in the US
- Clarivate proprietary methodology extrapolates to cover total distributed US market
- Dataset tracks ~2M SKUs and >9K Manufacturers across ~9,000 medical supply product categories in UNSPSC taxonomy



Key questions answered

- By product segment and manufacturer, how are medical supply volumes changing over time?
- How are the volumes of critical medical supplies shifting in volume between sites of service?
- What manufacturers or product segments are growing most strongly in the US medical supply market?
- How is our medical supply portfolio performing in various geographic regions, relative to our competitors?
- How does pricing for my key product segment differ by geography and by site of service?

Features and data sources

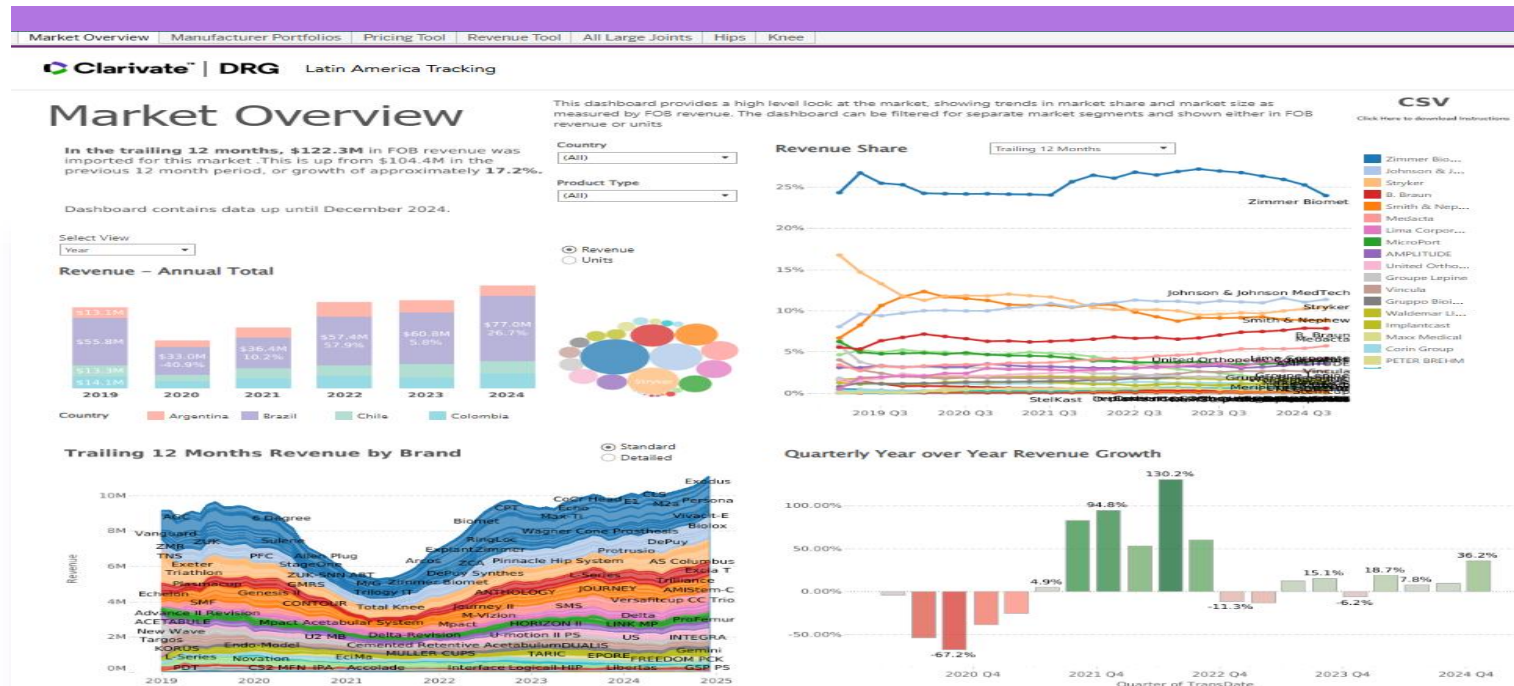
- Time Series: Monthly from 2017 onward
- Product Categorization (UNSPSC)
- 9 Classes of Trade
- Manufacturer Name
- SKU & Product Description
- 'Custom' and 'Private Label' flags
- ZIP 3 Geographic granularity
- Revenue and Units

Latin America Tracking

- Examine market size, share and trends
- Compare manufacturer portfolios, revenue and prices
- Track regional and country-specific trends revenue and prices
- Track regional and country-specific trends

Key questions answered

- What product segments are driving growth in my market?
- What is the product mix within my competitor's portfolio?
- Which brands have similar attributes to mine?
- What impact do domestic competitors have on my market?



Methodology and Approach

- Coverage of >10K brands, 1K manufacturers, 120 device markets, 6 countries all at the SKU-level

Outcomes

- Determine who my major competitors are.
- Monitor how quickly brands are adopted.



Think forward™

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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