



PriceTrack

Clarivate Medtech | September 2024

Introduction

PRICETRACK is Clarivate's **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.**

Data Processing

- We spend time Cleaning data...



Clarivate receives detailed purchase order data from hospitals. We take this dataset and:

- **Clean** it
- Tag it with useful **product attributes** like manufacturer, brand and material
- **Extrapolate** it to national totals

...So that you can spend time using data



Assess market trends & dynamics in real-time

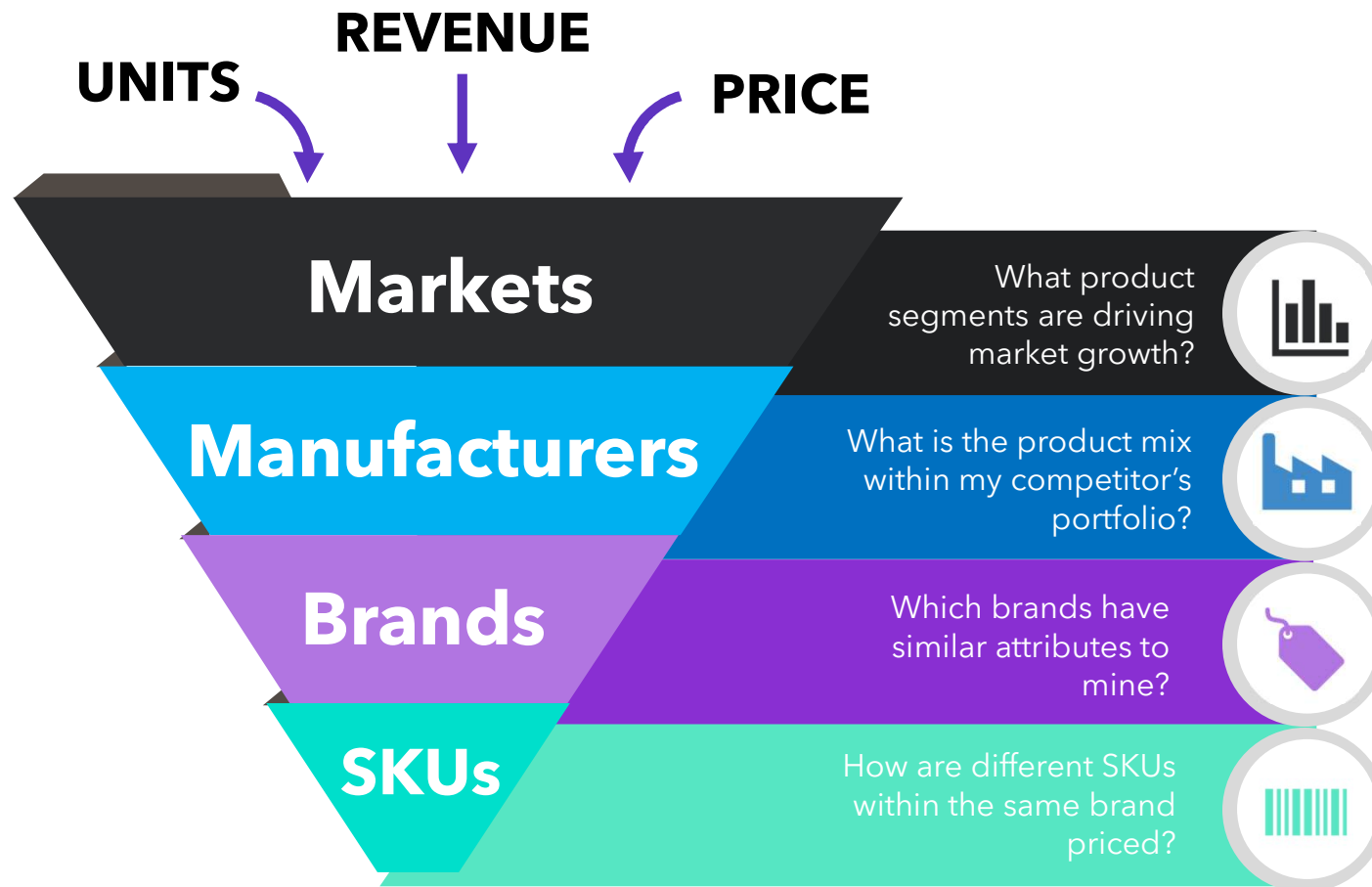


Conduct detailed price analysis



Monitor your competitors in real-time

PriceTrack: As much detail as you could need, at your fingertips



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

1,900

US HOSPITALS

Largest hospital coverage in the industry

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

2.2M

UNIQUE SKUs

Broad coverage of medtech markets

- Cleanly aligned with Clarivate's internal SKU catalogue

>3K

MANUFACTURERS

Full picture of all competitors in market

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

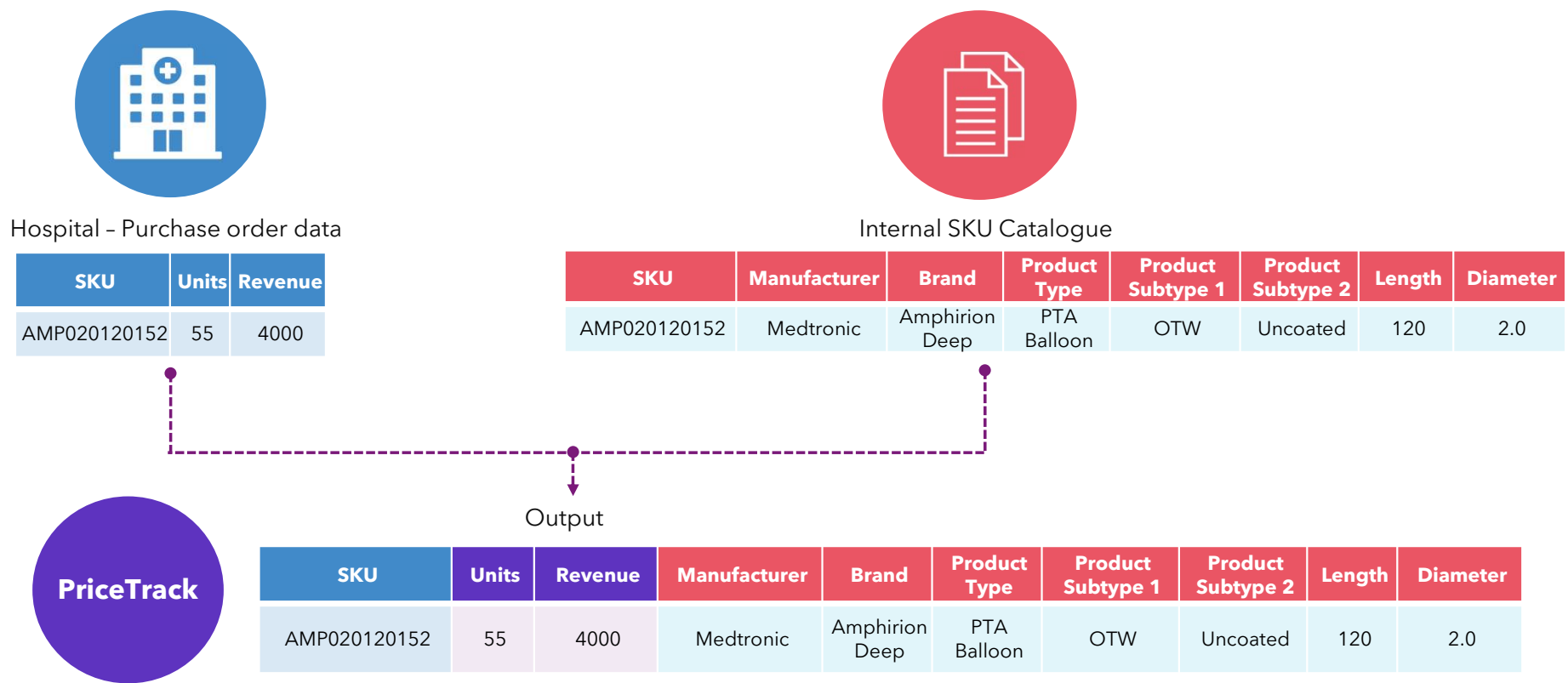
>90%

QUARTERLY CONSISTENCY

Smooth, reliable trends

- Consistent reporting leads to accurate data trends

PriceTrack Methodology: Clarivate makes sense of purchase order data by marrying it with our internal SKU catalogue



Deliverable: Data included

MARKET DATA

Revenue/Unit
Market/Brand/SKU
2010 to present
Understand growth trends to drive future predictions



SHARES

Revenue/Unit
Company/Brand/SKU
2010 to present
Understand how competitor share affects your brands' performance



Tableau Dashboard + Excel Dataset

DETAILED ASPs

Segment/Brand/SKU level
2010 to present
Understand how product features impact pricing



FACILITY PENETRATION

Understand facility-level dynamics

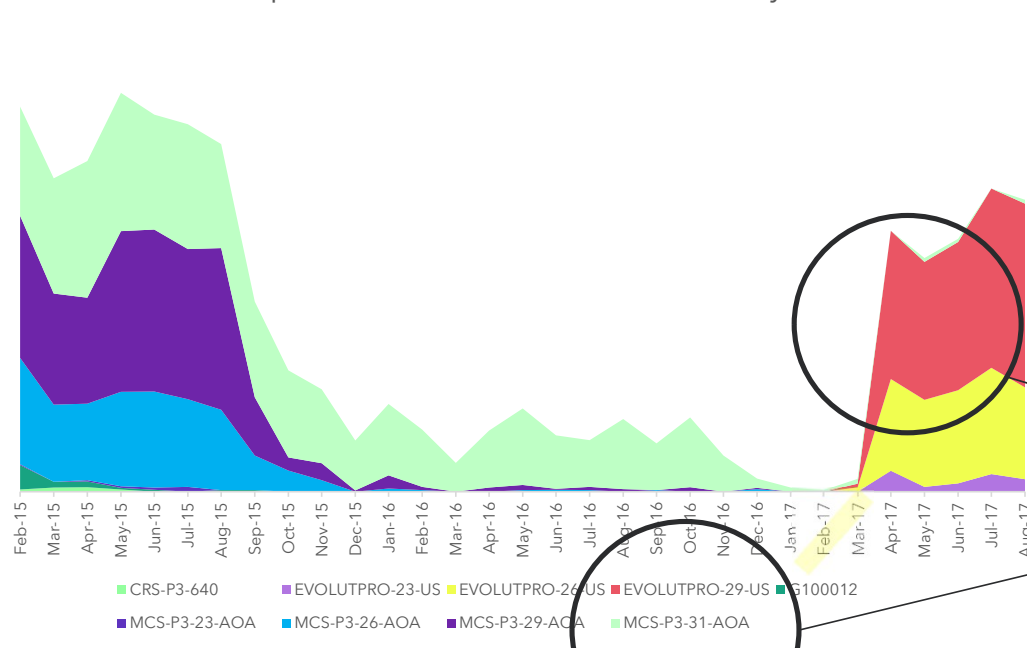


Value

- Granular data is easily visualized in Tableau, and organized in Excel
- Cleanly organized metrics allow you to dig deep into data and uncover trends
- 8+ years of trending data gives deep historical context

Up-to-date Catalogue: Identify new product launches right away

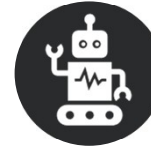
Example: EVOLUTE Heart Valve Units by SKU



We keep track of new product launches & catalogue new SKUs **so that you don't have to:**



Dedicated **therapy-expert analysts** track the market and provide context to our data scientists



Machine-learning algorithm to make sure no new SKUs fall through the cracks

New SKU added to catalogue = **immediate** pickup of trend

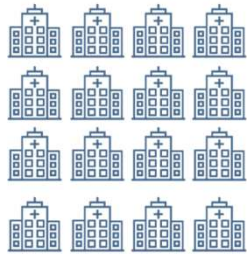
[Medtronic's CoreValve Evolut Pro Transcatheter Valve Approved by FDA](#)

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March 23, 2017—Medtronic announced US Food and Drug Administration approval and the United States launch of its CoreValve Evolut Pro transcatheter valve system for the

Methodology & Extrapolation

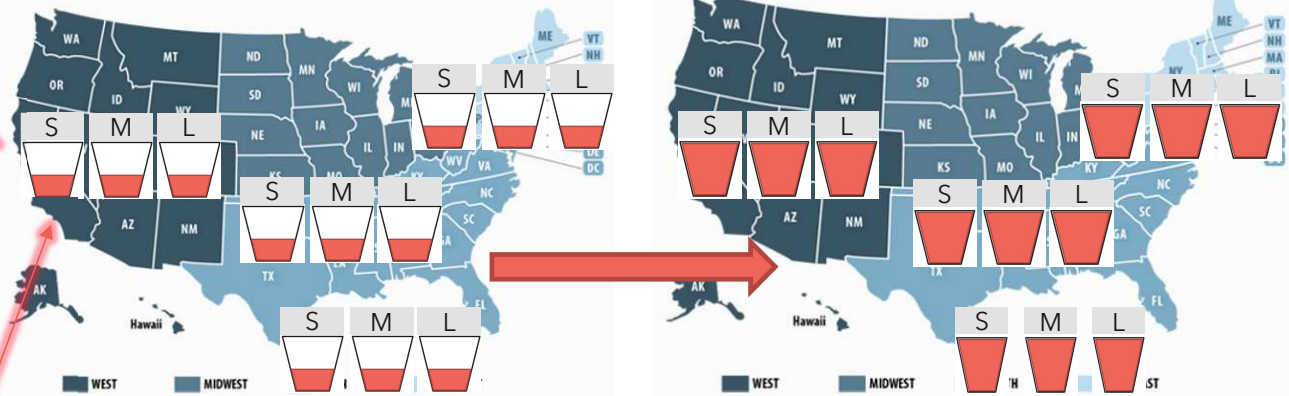
1) Capture purchase databases from ~1,900 Hospitals



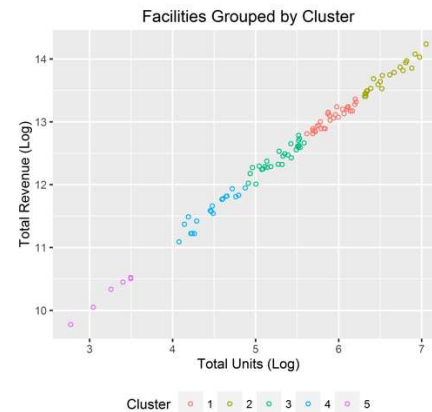
2) SKU catalogue management, data cleansing, and product mapping



3) Sample stratification - weighting and projections (Market Specific)



- Projections consider:
- Universe definition
 - US census regions
 - Clustering parameters



Catalogue Dictionary

Data is cleaned, organized and assigned attributes as above. Additional attributes can be added as in the "Product Subtype 1" and "Other Measurements" columns.

SKU	Units	Revenue	US Census Region	Manufacturer	Family	Model	Subtype	MovingYear	TransDate	Product Subtype 1	Product Subtype 2
003600	773.0432602	77039.51156	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-01-01		Retrograde injection Stent
003600	47.38334396	4722.102711	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-01-01		Retrograde injection Stent
003600	103.6927658	10333.75549	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-01-01		Retrograde injection Stent
003600	54.07817654	5505.787474	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-02-01		Retrograde injection Stent
003600	678.0932824	69037.78454	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-02-01		Retrograde injection Stent
003600	41.95457658	4271.463961	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-02-01		Retrograde injection Stent
003600	624.8279681	64601.02573	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-03-01		Retrograde injection Stent
003600	38.79311056	4010.823557	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-03-01		Retrograde injection Stent
003600	52.3288877	5410.2889	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-03-01		Retrograde injection Stent
003600	585.5181657	61734.57279	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-04-01		Retrograde injection Stent
003600	30.24473826	3188.877998	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-04-01		Retrograde injection Stent
003600	65.23947763	6878.576135	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-04-01		Retrograde injection Stent
003600	234.8355782	24981.09498	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-05-01		Retrograde injection Stent
003600	47.95144114	5100.928551	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-05-01		Retrograde injection Stent
003600	121.054592	12877.41953	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-05-01		Retrograde injection Stent
003600	36.22885152	3908.001241	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-06-01		Retrograde injection Stent
003600	206.8765988	22315.75032	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-06-01		Retrograde injection Stent
003600	114.7944871	12382.86557	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-06-01		Retrograde injection Stent
003600	202.3283209	21906.4549	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-07-01		Retrograde injection Stent
003600	10.2420778	1108.928371	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-07-01		Retrograde injection Stent
003600	145.6440514	15769.14606	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-07-01		Retrograde injection Stent
003600	178.1709425	19306.56548	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-08-01		Retrograde injection Stent
003600	23.02833272	2495.345241	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-08-01		Retrograde injection Stent
003600	111.9999558	12136.29142	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-08-01		Retrograde injection Stent
003600	36.22980066	3894.964462	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-09-01		Retrograde injection Stent
003600	144.6606484	15552.0614	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-09-01		Retrograde injection Stent
003600	137.9181518	14827.19446	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-09-01		Retrograde injection Stent
003600	64.83665887	7033.201199	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-10-01		Retrograde injection Stent
003600	99.5455576	10798.27288	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-10-01		Retrograde injection Stent
003600	121.741948	13206.0416	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-10-01		Retrograde injection Stent
003600	57.07118098	6253.74735	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-11-01		Retrograde injection Stent
003600	132.1163639	14477.05035	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-11-01		Retrograde injection Stent
003600	105.2648975	11534.71967	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-11-01		Retrograde injection Stent
003600	152.8534988	16697.71786	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-12-01		Retrograde injection Stent
003600	56.27454446	6147.431842	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-12-01		Retrograde injection Stent
003600	136.2685571	14885.97864	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2010	2010-12-01		Retrograde injection Stent
003600	24.15326479	2650.890133	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2011	2011-01-01		Retrograde injection Stent
003600	135.8903805	14914.35928	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2011	2011-01-01		Retrograde injection Stent
003600	193.8344354	21273.8856	South	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2011	2011-01-01		Retrograde injection Stent
003600	102.2588302	11206.02606	Northeast	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2011	2011-02-01		Retrograde injection Stent
003600	42.96061897	4707.836133	Midwest	Cook	KWART RETRO-INJECT	KWART RETRO-INJECT	Ureteral Stent	2011	2011-02-01		Retrograde injection Stent

Any additional column can be added, depending on the segment of interest. Deep analysis can then be performed by these attributes/measurements.