Market Intelligence and Technology Assessment – Robotic Surgery

Case Study



Client	A medical device company
Industry	Medical devices and technology
Products	Robotic MIS surgery products

## **Engagement Scope**

Technology Landscape

- What are the key technologies used in robotic surgery and what would be the demand for robotic surgery products over the next 5 years?
- What novel technologies are being used to develop safe, user-friendly, and effective robotic systems?
- What are the key factors propelling the adoption of robotic systems?
- How are regulatory guidelines evolving over time to deal with current issues in robotic surgeries?

#### Context

 A medical devices client is interested in understanding the robotic surgery market in terms of technological advancements and the competitive market dynamics in selected geographies.

## **Key Business Questions**

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- What is the competitor activity in terms of technological advancements and key product categories underlying market development and distribution of players?
- What are the factors influencing the growth of the market for robotic surgery products?
- What are the existing and upcoming trends in product offerings? (patent filing activity and trends)

2)	Competitor Landscape and
	Demand Analysis

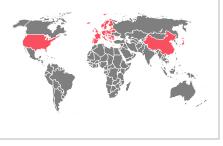
- What is the size of the market for robotic surgery products?
- What are the current unmet needs and market drivers/restraints?
- What are the expected features that will determine the robotic surgery products usage and their success in the market?
- Who are the key players and what is their current competitive position?

## Key Findings and Conclusion

- What are growth opportunities for players entering the market for robotic surgery products in the near future?
- What are the critical success factors determining their adoption?
- What are the regulatory challenges and how regulatory reforms are adapting to make robotic systems more safe?
- What should be the immediate focus in the design of robotic systems?

**Geographical Scope** 

 Major markets (North America, Europe, China, and Japan)



## Research Methodology

#### Secondary Research

- Conducted extensive desk research by referring to various sources, such as:
  - Scientific journal databases PubMed, Web of Science, Google Scholar, and IEEE
  - Regulatory/technology reviews, industry magazines, news, industry reports, and blogs
  - Medical engineering conferences and company & product databases

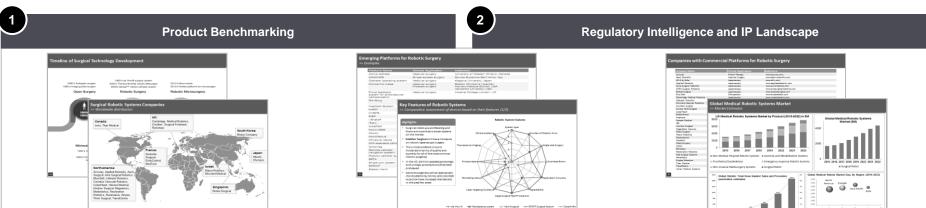
#### **Primary Research**

 Conducted interviews with MIS surgeons, critical care staff, payers, regulatory and reimbursement experts, channel partners, and patient group representatives

## **Benefits to Client**

 Insights gathered from this market intelligence and technology landscape study were utilized by the client to understand the application areas of robotic surgery; these insights were implemented in R&D for product development.

## **Sample Analysis**



# Thank you

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