



# Technology Landscape - Digital Solutions For Knee Surgery

Case Study

# Case study: Technology Landscape - Digital Solutions For Knee Surgery

<b>Client</b>	A global medical device & pharmaceutical manufacturing company
<b>Industry</b>	Medical devices
<b>Products</b>	Digital solutions for knee surgery

## Context

- The client wanted to understand the technology landscape of digital solutions for the management of knee, hip, shoulder, and other orthopedic surgeries.

## Key Business Questions

- What are the on-market digital technologies/solutions for knee, hip, shoulder, and other orthopedic surgeries?
- What are the key differentiating features of identified technologies/solutions?
- Who are the key players associated with these technologies?

## Engagement Scope

**1** **Technology Landscape**

- What are the innovative digital technologies/solutions for orthopedic surgeries? What is the technology readiness level for such solutions?
- Which companies are involved in the development of such technologies?
- What are the key differentiating features of identified technologies/solutions?

**2** **Competitive Assessment**

- Which stakeholders are impacted by the identified digital technologies/solutions?
- Is the identified technology/solution scalable to surgery types other than knee surgery?
- Which are the key players associated with these technologies?

**3** **Solution Framework**

- What are the various application areas/use cases for digital solutions for knee surgery?
- What are the gaps in identified key differentiating features?
- What are the unmet need fulfilled by these gaps identified?

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## Research Methodology

### Secondary Research

- Conducted desk research to identify key innovative digital solutions for orthopedic surgeries
- Conducted desk research to gain insights into shortlisted entities/companies

## Benefits to Client

- Recent technological advances in digital solutions for orthopedic surgery with an explicit focus on knee surgery
- Various technologies/use cases under the knee surgery digital solutions market landscape
- Key competitors involved in the development of such technologies
- Companies/entities suited for collaboration/agreement with the client

## Sample Analysis

**1 Technology Landscape**

The slide displays a methodology table, a central flowchart titled 'Digital Solutions for Knee Surgery' showing various technology use cases, and a 'SOCIALS' table listing key players.

**2 Competitive Assessment**

The slide provides detailed profiles for Adora and CogniCare, including their company snapshots, descriptions of their technologies, and recent news items.

**3 Solution Framework**

The slide features an executive summary with a pie chart, a competitive landscape matrix categorized by ownership type (Public vs. Private), and a 'SOCIALS' table.

# Thank you

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