

# Robotics in Healthcare - Growth Opportunity

## Defining global strategy and positioning for healthcare robotics

### Quick overview

Robotics in healthcare industry is experiencing significant growth with identification of newer use-cases and application in diverse areas. The engagement was focused on identifying all the use-cases and applications, potential market opportunity, competition and customer preferences to develop best product portfolio and go-to-market strategy

### Client success details

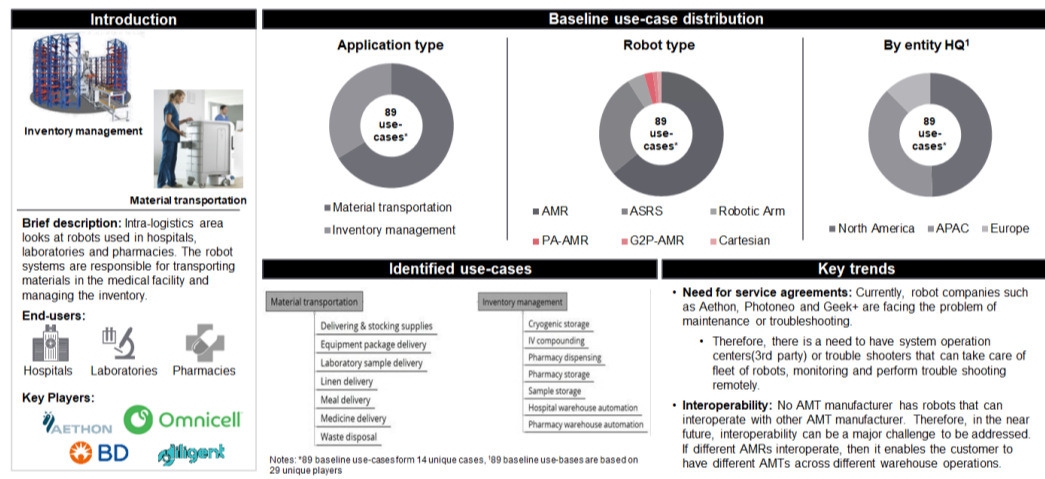
The engagement helped the client to select the high potential applications and develop their product portfolio for healthcare applications. Following questions were answered during the engagement:

Robotics in healthcare has enormous potential with 100+ unique use-cases. Robotic assistance and Imaging are the fastest growing areas, whereas, Intra-logistics and Lab automation are the high potential areas

- What are the different healthcare robotics applications in demand?
- What is the market potential of those applications at present and till 2025?
- What are the various pain-points or gaps in robots and technologies?
- Who are the various competitors of the client in robotics healthcare?

#### Focus area – Intra-logistics

In the last few years, intra-logistics has been an emerging area for healthcare robotics, entities across the value chain are focusing to develop solutions that can enable clinical and lab staffers to focus on patient care and drug discovery

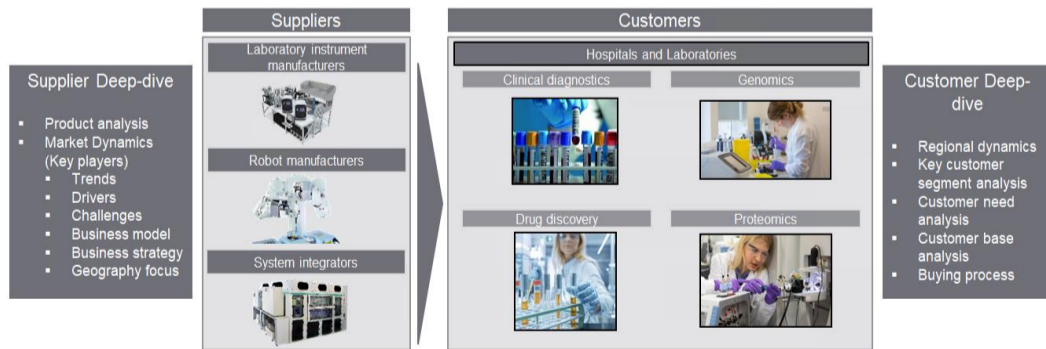


FutureBridge conducted extensive secondary research and 450+ telephonic interviews to gather data which was analyzed to provide strategic recommendations. The output included

- Identification of various use cases and applications
- Deep-dive analysis of selected applications
- Recommended Strategic Roadmap of Go-to-Market Strategies

#### Lab automation >> Liquid handling – Value chain

FutureBridge team focused on both the sides of value chain, on supplier side, the focus was on player type and their approach, whereas, on customer side, the focus was to understand needs across different segments.



Client was able to identify the high potential - high growth applications and use-cases to develop a comprehensive product strategy.

Client was further able to understand the ecosystem in the healthcare robotics market and create their positioning by identifying potential partners for the emerging applications that would support them to enter those application markets

## About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.