

analytics services

The dd+p group provides analytics and reporting services to medical device innovators that transform sales, marketing and financial data into actionable insights. This information helps our clients with strategic planning to drive revenue, profitability and market share. We become fully integrated with our clients' processes, people, products and industry as we engage on a project basis or provide ongoing staffing support. Our analytics work often gets adopted as the standard reporting and visualization tool across product lines, and our process improvement recommendations result in increased reporting efficiencies.

product sales analysis

- product launch analysis
- forecasting models
- regression analysis
- variance analysis
- ASP analysis
- post product launch dashboards / scorecards
- rebate analysis
- visualization of complex analysis / data
- reporting standardization
- audits and process improvement

marketing analysis

- business case development
- market opportunity assessment
- competitive / market research
- conversion rate and lead analysis
- website, SEO/SEM, social media, digital advertising and email metrics
- ROI analysis
- metrics software implementation and optimization
- CRM database cleansing
- reporting standardization
- audits and process improvement

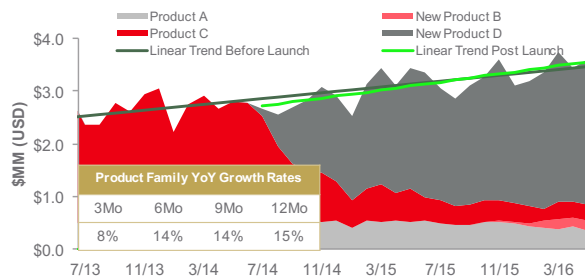
general analysis

- data mapping
- data mining
- database development and cleansing
- modeling tools / calculators

about the dd+p group

The dd+p group is a healthcare consulting firm that provides strategic and tactical business and commercialization services to medical device manufacturers. These services include market research, opportunity assessments, upstream / downstream marketing programs and analytics. Our cross-functional expertise, flexible approach and fast project turnaround enables us to help clients pinpoint growth opportunities, gain actionable insights and increase work throughput. Our clients include Johnson & Johnson Vision Care, Ethicon, Verb Surgical, Medtronic, DePuy Synthes and GE Healthcare. For more information visit www.ddp-g.com or call 513-769-2100.

Product Family – Average Weekly Revenue by Month



financial analysis

- cash flow analysis
- capital spending justification
- ROI analysis
- supply chain – portfolio demand planning

applications

- Excel®
- Tableau®
- Hyperion®
- IBM Cognos® TM1®
- PowerPoint®

project management

- management of all aspects of dd+p projects, as well as internal company projects, and external vendors
- project plan creation and adherence to deadlines and budget
- weekly status communication of key milestones
- process improvement recommendations as applicable