

market I.Q.

The dd+p group provides medical device innovators with market intelligence acquisition, reporting and analysis that transforms market, technology and competitive information into actionable insights. This knowledge assists our clients with strategic planning, positioning and product development to drive revenue, profitability and market share. Our easy, secure online application allows your team to quickly look up information compiled from sources such as market research reports, clinical journals, business articles, company sites, social media, alerts and investment analyst reports. We e-mail reports with the latest news and provide insights on how you can utilize this information to gain a business advantage.

reporting tool features

- customized database fields and reports
- easy data searching, sorting, filtering and sharing tools
- secure access to reports by user / group
- .xls or .csv report exports / downloads
- options to store linked documents / files
- annual user license to web-based, third-party application
- database / reports storage and back up

insights and analysis

- reporting on the latest findings that impact your business
- ad-hoc reporting on a specific technology or topic
- analysis on top trending information
- top 10 reports on key products or companies
- deep dive on competitors and recommendations on gaps, strategies, tactics
- war games / scenario planning

types of information

- company / product information
- market research data / trends
- competitive information
- investment analyses
- key opinion leader (KOL) information and articles
- links, articles, downloads and sources

project management

- management of all aspects of intelligence gathering, reporting and system administration
- single point of contact for market intel requests and reporting
- process improvement recommendations as applicable

Contains	Contains	Contains	Contains	Contains	Contains	Contains	Contains	Contains
7	Carnegie Mellon University	3D Image Overlay	University	Pittsburgh, PA, USA		operating table		
8	HiNav	University	Pittsburgh, Pennsylvania, USA	ORT		3D Image overlay to complement telerobotics		
9	CBYON	Company	Mountain View, California, USA	GEN		Treatment planning system for hip implant to help reduce the risk of dislocation after arthroplasty		
10	Corin	(no name found)	Company	Cirencester, UK		Visualization software		
11	Delft University of Technology	(no name found)	University	Delft, Netherlands	GEN, END, GI	Acquired marketing rights to Acrobot MIB technology. A miniature steerable endoscope consisting only of standard parts such as cables, coil springs, rings, and tubes and was inspired by the tentacles of a squid. (2007). Also designed a frictionless gripper using rolling links.		
12	DLR Institute (German Aerospace Center)	DLR Heart	University	Weesling, Germany	CV	System to automatically keep the view of the camera on the used instrument or to virtually "freeze" the heart's movements by synchronizing the movement of the instrument with the heart beat. Another project deals with the guidance of an endoscopic camera during laparoscopic surgery. The robot which holds the camera is guided by a color marker, which is placed near the end of the instrument.		
13	Endofotonics Pte. Ltd.	Endofotonics' iMDX™ system	Company	Singapore	Oncology	The world's first Raman Spectroscopy endoscopic device capable of capturing molecular signatures of tissues during endoscopy. Spectral information acquired during the endoscopic examination is matched against a database to provide real time, diagnosis almost instantaneously. The iMDX system consists of a Raman spectroscopy system, a proprietary fibre-optic confocal Raman endoscopic probe, and a noninvasive optical colonoscopy system. VisionTrackerOne (both previously called EndoView™). Fully insertable, micro robotic imaging and surgical device platform for minimally invasive surgery with instrument tracking capability. The high resolution, high definition digital camera combined with robotic effector will offer surgeons a fully integrated		
14	Enderobotics	VisionTrackerOne	Company	Gruenewald, Germany	GEN			

Sample Report View

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.