

**Life Sciences**

# The Science of Medtech Markets

Build, sustain, and maximize your medtech potential

Guidehouse offers unparalleled expertise in medical technology for all levels of an organization — across every key dimension including market assessment, launch excellence, market access and reimbursement assessment, market development, geographic expansion, regulatory and compliance strategy, competitive challenges, and pricing and portfolio optimization.

In medical technology, too much is at stake to rely on guesses and hunches. To impact complex healthcare dynamics, companies must create the conditions necessary to optimize growth, utilization, and adoption of their technologies within the context of the total healthcare system.

Knowing is everything. Rely on Guidehouse to provide fact-based critical thinking and analysis to deliver the scientific validation, actionable insights, and market services your organization needs to succeed in a complex marketplace, including:



**Business strategy** — Effective enterprise- and business unit-level strategy development using a phased approach to define core capabilities and prioritize new business opportunities.



**Strategic market development, market modeling and commercial strategy** — Unique, proprietary methodology provides data-driven, fact-based market insights and revenue forecasts. Detailed market models depict the potential opportunity for new technologies and inform investment decisions, commercial frameworks, and go-to-market strategies.



**Market access, pricing, reimbursement strategy and execution** — Evaluate and compare geography- and product-specific value propositions, and apply Strategic Reimbursement Assessments (including third-party coverage, coding, and payment landscaping, and pricing strategies) to help define, launch and grow differentiated products with specialized reimbursement services.



**Regulatory affairs, quality and patient safety** — Regulatory strategy, FDA interactions, submissions, quality review, audit and audit/inspection readiness, MDR readiness, 483 response and corrective action.



**Governance, risk management and compliance** — support the development, implementation and evaluation of global healthcare compliance programs, policy and procedure development and implementation, training, auditing and monitoring, transparency, privacy (including GDPR) services, investigation support and government-enforced monitorships.



**Transaction advisory & valuation services** — Advise clients on transactions including M&A, asset acquisitions, licensing, partnering and capital raising by providing commercial due diligence, valuations to support transaction negotiations and pricing, deal modeling & financial analytics, synergy assessment and, fairness opinions.

“Extremely valuable because they combine business vision with a great deal of science.”

VP, Marketing,  
Multinational Leader

“A critical partner — they are willing to think independently.”

General Manager,  
Global Medtech Company

“Their recommendations were spot on.”

CEO, VC-Backed Startup

## Make fact-based decisions and strategies

The lifeblood of the medical technology industry is the development and adoption of life-changing devices. Yet most innovations don't achieve significant commercial success, and many fail outright. The problem usually is not the technology or stiff competition — it's a failure to understand the true market landscape and the harsh realities of market adoption dynamics.

Guidehouse's unique Strategic Market Assessment (SMA) methodology integrates all the critical factors that dictate how a medtech market responds into a comprehensive synthesized model: disease epidemiology, value proposition vs. standard of care, healthcare economics, patient care pathways, technology adoption dynamics, and the psychology of behavior change.

### From startups to global enterprises, our methodology:

- Reveals untapped opportunities and hidden barriers;
- Quantifies the ROI of strategic growth investments;
- Aligns organizations around a single vision of the market opportunity; and
- Informs portfolio management and optimization of products, business, and geographies.

## Reduce and manage regulatory risk, while optimizing product strategy

Our regulatory, quality and safety experts bring decades of experience in highly specialized medical technology arenas, including digital health, combination products, in-vitro and companion diagnostics. Our experts have worked across the globe, with all the major regulatory agencies.

## Contacts



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## Protecting your Assets through an Effective Compliance Program

As government agencies increase their oversight of the medical technology industry and the risks of non-compliance could be devastating to a company, Guidehouse's professionals bring decades of experience, having worked on some of the most complex and impactful government cases, and leverage that experience in the development, implementation and evaluation of healthcare compliance programs.

## Access best-in-class experience and expertise

Tap into decades of experience and a deep understanding of the medical technology industry to help your organization achieve its full potential. Our global teams are built through strategic acquisition, targeted recruitment, and real-world experience.

Gain more access to specific knowledge of local market dynamics in developed and emerging markets to support all phases of your product life cycle — from concept and early planning to post-market compliance for the breadth of healthcare products, including pharmaceuticals, medical devices, and connected/mobile health products.

Together, we collaborate with industry leaders, investors, and startups to build, manage, and protect businesses around the world.

## Realize your full market potential

Achieve key milestones and deploy more powerful, data-driven market strategies. Using fact-based market analysis and insight to improve your organization's decision-making, build alignment, and move markets. The industry's leading multinational and startup medical technology companies rely on us actively — you can, too.