

# DYMEDEX CONSULTING

The Science of Market Development

## Accurate information. Informed decisions.

### Competing in a high-stakes industry

In today's complex medical technology industry, the stakes are high. Gone are the days of generous funding, time and patience. Frequently, there is just one chance to get it right. If a company cannot demonstrate and sustain early success, the entire venture may be at risk.

### Experience is not always enough

The numbers reveal a sobering truth: as few as 12 percent of medical technology companies deliver significant return to their investors, and more than 50 percent fail altogether\*. One important factor is the lack of an accurate market understanding.

### Bad information hurts

Experienced leaders know that their information about the market, revenue potential or expected adoption is often incomplete or just plain wrong. Decisions based on inaccurate or incorrect data can undermine performance, destroy credibility and erode organizational cohesiveness.

\*"Patient Capital: How Venture Capital Investment Drives Revolutionary Medical Innovation," National Venture Capital Association's Medical Industry Group. Available at [www.nvca.org](http://www.nvca.org).

### From critical analysis to informed leadership— to market success

Dymedex delivers reliable, foundational market analysis and insights that are critical to good decision-making. From start-ups to large portfolio enterprises, we help business leaders:

- ▲ Identify and avoid market adoption pitfalls
- ▲ Attract and secure new investment
- ▲ Ensure early and sustained market success
- ▲ Set and deliver credible growth expectations
- ▲ Accelerate short- and long-term adoption and growth
- ▲ Build organizational alignment
- ▲ Prioritize tactical and strategic investment opportunities

# The science of market development

All technologies progress through a classic adoption curve, shaped and influenced by key stakeholders. At Dymedex, we deconstruct the medical technology adoption curve, quantifying key elements and drivers that will accelerate adoption of our clients' medical technologies.

Our deliverables—from market and technology analysis to actionable marketing strategies and tactics—are subjected to our rigorous, reliable and objective methodology.

## Rigorous

- ▲ Quantitative, precise, standardized process
- ▲ Synthesis of established sciences with proven proprietary models
- ▲ Fully referenced, epidemiology-based market sizing

## Definitive market insights

Armed with accurate market analysis, business leaders can strengthen their plans and vision, fully leverage their experience and skills, more closely align their organizations and stakeholders, and make informed decisions with confidence.

"I firmly believed we understood our market and what it took to drive growth, but Dymedex gave us such important insights into the market dynamics and the barriers to adoption for our technology that their recommendations and analysis have influenced every aspect of our business and dramatically increased our ability to succeed."

– CEO, medical technology company with over \$65 million in venture investments

"In my 20 years in health care strategy, I have never seen an approach to medical technology analysis and management as innovative, powerful and robust as this."

– Partner, McKinsey's Health Care Group

## Reliable

- ▲ Accurate prediction of growth constraints and major inflection points
- ▲ Adoption forecasts statistically correlated with actual growth rates
- ▲ Experience analyzing over 100 different medical markets and technologies

## Objective

- ▲ Peer-reviewed research
- ▲ Fact-based, documented assumptions
- ▲ Transparent analysis

**Dymedex helps companies realize the full potential of their medical technologies.**

To find out more, please visit us at [www.dymedex.com](http://www.dymedex.com) or call 651.217.5990.

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