

SITUATION

A global medical device company developed a proprietary technology and solution that avoids open brain surgery by using a minimally-invasive procedure. The management team needed to know that they were staying ahead of the competition in the race to

develop the technology as well as identify potential threats from adjacent industries. As part of their growth strategy, they also needed insight into potential new markets so they could focus their development efforts and resources.



CASE STUDY: MEDTECH TRACKING

SOLUTION

Line of Sight, along with the management team, identified intelligence targets and developed a taxonomy that reflected the client's external business environment. Our dedicated analyst then monitored sources, collated the data and disseminated the information. Competitor profiles, real-time alerts and systematic reporting gave management the information they needed.

"Love these reports! Pulling up the bullet about [Name Removed] and his research. We now have a physician intro meeting with him to discuss the pivotal trial." - **Vice President Clinical Affairs**

"We had no staff nor the desire to hire, train and manage someone to run market intelligence. Line of Sight is a perfect fit" - **Director, Strategy & Marketing**

BENEFIT

In addition to identifying new physician collaborators and developing new partnerships, the management team was able to focus development efforts and maintain their leadership position. They were also able to identify potential new market opportunities and are currently exploring options.



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