

## ABOUT CLIENT

### CLIENT

Leading Medical  
Devices Manufacturer



### INDUSTRY

Medical Devices



### PRODUCTS

Clinical Decision  
Support (CDS) solution



### TARGET GEO

Europe



## BUSINESS OBJECTIVE

Evaluate the overall competitive landscape in Europe to assess the type of players operating in the Clinical Decision Support (CDS) solution market, and understand the whitespaces and opportunities to launch its range of CDS solutions to its core prospective customer install base in Europe.

## CONTEXT

Our client, a leading provider of Clinical Decision Support (CDS) solutions, aims to strengthen its market positioning in a dynamic healthcare landscape. The client identified a shift in how competitors are adopting innovative service models, aligning with increased patient expectations and healthcare providers' demand for seamless decision support tools.

Several key industry developments highlight the ways competitors were enhancing service delivery:

- Robotics, automation, and AI-powered tracking were becoming central to inventory management and CDS solution deployment, offering real-time visibility into healthcare product movements.
- With the growing importance of remote patient monitoring and self-care solutions, competitors are focusing on premium healthcare services that combine innovation with product differentiation, with increased investment in enhanced packaging, temperature control, and real-time analytics to meet the growing demand for personalized healthcare services.

Against this backdrop, the client wanted to expand in the European market by conducting a competitor intelligence assessment, in order to anticipate competitor strategies, identify white spaces for innovation, and leverage emerging trends in healthcare delivery to enhance its CDS offerings and meet evolving market needs.



## OUR SOLUTION

Cognition executed the project using our three comprehensive research modules:

1. **Competitor Intelligence:** Analyzed the competitors' clinical strategies and its service portfolio in terms of point of care clinical information solutions, evidence-based pathways and lab interpretations solutions, and referential drug information resources, to understand what business issues of customers it resolves.
2. **Competitor Deep-dive:** Prepared a deep-dive report on 10 shortlisted competitors (Tier 1 and Start-ups) to evaluate them on their product portfolio – with a focus on their Overall Equipment Effectiveness (OEE), Compliance with Medical Device Reporting to authorities, and accuracy of clinical recommendations.
3. **Real-time Monitoring:** Set-up real time media monitoring for 25 competitors on key themes such as time-series data and patient history analytics, chronic disease progression products, and services around genomic data and patient-specific factors, apart from new product launches, and private equity funding.

## OUR METHODOLOGY

### Secondary Research (Human + Artificial Intelligence)

- **Data Collection:** Using AI-powered tools, we systematically identified competitors from various sources that included clinical guideline databases, Claims and Administrative Data, data from public health sources and regulatory agencies to understand the direct and indirect competition.
- **Human Expertise:** Due to the technical nature of data, our team of market analysts reviewed insights by using their medical devices sector-specific knowledge, and strategic thinking, and validated and contextualized the information, ensuring its relevance and accuracy.
- **AI-based Monitoring:** Used our proprietary SIGNALS platform for continuous monitoring of key competitors (Tier 1 and start-ups) to track critical updates around their strategies and fundings.

**Primary Research (Expert Consultations):** To gather key insights on the procurement strategies of the client's core customer base, we conducted expert consultations with five Quality and Compliance Decision-makers from leading healthcare providers in Europe.

## OUTCOMES



Helped the client in **improving the time-to-market (TTM)** of its CDS solutions range to the European market by **12%** and **15%** in the subsequent two quarters.



**Increased the client's customer base by 25%** by creating a strong route-to-market plan for alliances, and greenfield segmentation in the European market



Supported the client in **inking two high-value contracts** worth EUR 15 million with a leading health care provider in Germany, with a chain of 26 regional and international hospitals.