

PI Primary Impact

Competitive Intelligence Services for Medical Device Manufacturers

DEVICES

- Catheters
- Interventional Devices
- Endoscopy
- Imaging Technology
- Cardiac Devices
- Orthopedics
- Pumps
- Specialty Equipment

SEGMENTS

- Vascular
- Cardiology
- Oncology
- Radiology
- Anesthesiology
- Urology
- Surgical Specialties
- Other Specialties

CHANNELS

- Hospitals
- Outpatient Centers
- Medical Clinics
- Distributors
- Other Manufacturers

CLIENT SERVICE

- Competitive Benchmarking
- Manufacturing Economics
- Market Assessment
- Opportunity Scan
- Target Assessment

For medical device manufacturers to remain profitable precise knowledge of the market is required.

Many pressures have been placed on medical device manufacturers, and only knowledge of each force can increase success. Insurance companies have put cost pressures on hospital administrators, resulting in shorter hospital stays, increased outpatient procedures, and less invasive medical devices.

Primary Impact provides medical device business managers with difficult-to-get, firsthand information and strategic advice about competitors, markets, product segments, customers, suppliers and distributors.

Primary Impact Delivers Firsthand Solutions

In the U.S. and China, we use Firsthand Intelligence™ fact-gathering for personal contact with sources who can answer your "Scope" questions.

Personal contact means conversations and some face-to-face meetings with physicians, clinical specialists, nurse practitioners, pharmacists, catheterization laboratory personnel, critical care unit nurses, salespeople, marketing managers, customer service staffers, design engineers, and government officials.

Our consultants in the U.S. and China possess expertise in gathering firsthand information and providing strategic advice.



Value Through Firsthand Information



Our Firsthand Intelligence™ involves practicing clinicians and assures precise knowledge of the medical device market.

Firsthand Intelligence™ is our fact-based approach that ensures that evidence is behind our recommendations.



SPECIALIZING IN THE MEDICAL DEVICE INDUSTRY

Primary-Impact.com

Our Expertise

We specialize in the medical device industry in the U.S. and China. Specializing yields better results. Our consultants in the U.S. and China have years of experience in the medical device industry working to help clients make the best business decisions.

We are experts in gathering primary intelligence which comprises 75% of the value we deliver. Our new discoveries are then condensed to answer your scope questions. Finally, our consultants recommend actionable steps for growth and increased profitability.

Client Service for Medical Device Manufacturers

COMPETITIVE BENCHMARKING

Assess the potential for success of your business plan and use information to drive changes.

MANUFACTURING ECONOMICS

Knowing competitors' cost structures helps improve performance and gain a competitive advantage.

MARKET ASSESSMENT

Understanding market information allows clients to identify growth opportunities.

OPPORTUNITY SCAN

Identify winning opportunities for a new product, a new technology, or a new market.

TARGET ASSESSMENT

Evaluating target companies is essential during due diligence.



Primary-Impact.com

Case studies on our website show client value.

Contact us to help grow your medical device business.

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Satisfaction Guaranteed

Primary Impact guarantees firsthand answers for your project scope questions.

Value Through Firsthand Information