

**Knowing is
Everything.**



In some industries you can afford to take a risk today, and then course-correct later. But in the medical technology industry, most companies only get one chance to get it right. To drive enterprise value and commercial success, market-based reality must be the basis for strategy. Here, knowing is everything. Decisions demand accurate market insight—a proven, scientific approach to success, Dymedex.



DYMEDEX
MARKET DEVELOPMENT CONSULTING

The Science of Certainty

Stakes high, success low

In today's complex medical technology industry, the stakes are high. If a company cannot demonstrate and sustain early success, the entire venture may be at risk. In fact, 88 percent of medical technology companies fail to deliver significant return to their investors, and more than 50 percent fail altogether.* One important factor is the lack of an accurate market understanding. That's where Dymedex comes in. Dymedex delivers the reliable, foundational market analysis and insights critical to decision-making. From start-ups to large-portfolio enterprises, we help medical companies:

- ▲ 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 growth
- ▲ Build organizational alignment
- ▲ Prioritize tactical and strategic investment opportunities

Science of market development

At Dymedex, we deconstruct the medical technology adoption curve, quantifying key elements and drivers that will move the market and accelerate adoption. From market and technology analysis to actionable marketing strategies and tactics, our proven, scientific methodology delivers definitive market insights to empower your success. We provide:

- ▲ Strategic Market Analysis
- ▲ Strategic Consulting
- ▲ Market Education
- ▲ Market Research

Rigorous	Reliable	Objective
<ul style="list-style-type: none">• Quantitative, precise, standardized process• Synthesis of established sciences with proven proprietary models• Fully referenced, epidemiology-based market sizing	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Peer-reviewed sources for fact-based research• Clearly documented assumptions• Transparent analysis and conclusions

We don't provide just another perspective on the market. We synthesize and unify all of the perspectives. Armed with accurate market analysis, understanding and insights, you can refine the vision, strengthen plans, fully leverage experience and skills, align the organization, and make more informed, confident decisions.

Realize the full potential of your medical technologies.
Learn more at www.dymedex.com or call **651.217.5990**.



Knowing is everything.

*Patient Capital: How Venture Capital Investment Drives Revolutionary Medical Innovation, National Venture Capital Association's Medical Industry Group. Available at www.nvca.org.