



# New Product Launch

Post-Market Clinical Insights Study Using  
Real-World Data

CASE STUDY

“DocSpera’s digital platform was a valuable tool to enable delivery of value-added services to our customers along with our devices”

– Marketing Manager, Device Company A

**SITUATION**

A global medical device manufacturer with over \$750 Million in annual revenue wanted to use real world experience to demonstrate the outcome and efficacy of a key product for orthopedic application. The Company was interested in tracking and retrospectively analyzing patient outcomes compared with similar competitive implants across multiple sites.

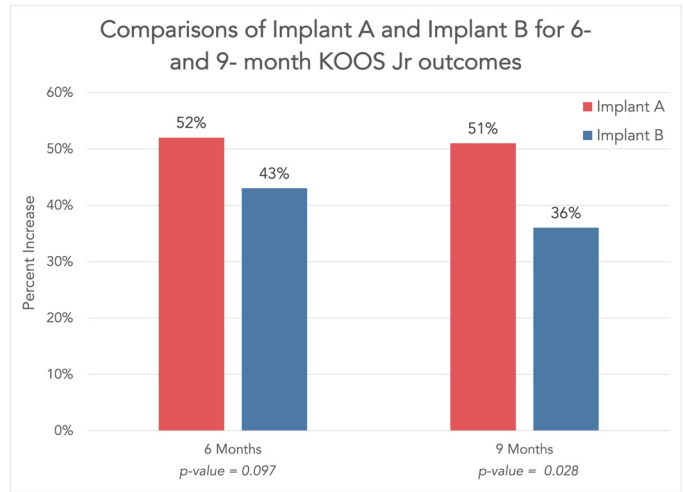


Figure 1

**ACTION**

DocSpera used its streamlined coordinated care network to collaborate across the target hospitals and Ambulatory Surgery Centers (ASC), and track and analyze patient demographics and clinical data. In addition, DocSpera used Natural Language Processing and procedure mapping algorithms to organize and structure real-time data. To remove potential biases, DocSpera used the same locations across the hospitals, ASC locations, and surgeons for both target and incumbent implants. Patient demographics, comorbidities, surgical location, skin-to-skin time, blood loss, and patient-reported outcome score (KOOS, Jr) were recorded. Outcome data was measured as an increase in the KOOS, Jr value at 6- and 9-months post-surgery.

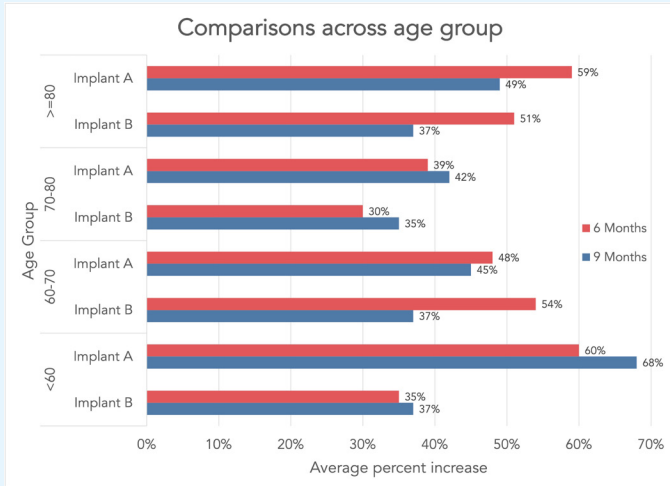


Figure 2

**RESULTS**

DocSpera’s Insights solution helped bring value to an \$11 billion medical device company by helping demonstrate favorable performance of its product compared with surgeons’ then current options. As shown in Figure 1, the Company’s implant (Implant A) outperformed the existing manufacturer’s devices (Implant B) at both 6 and 9 months (p-values 0.097 and 0.028 respectively), even though the patient population of the new

test device exhibited slightly higher co-morbidity measured by using the Charlson Comorbidity Index. Furthermore, when considering variables such as surgery location, age group, BMI, and gender, the mid-size medical device manufacturer’s device outperformed its competitors in all categories (see Figures 2, 3, 4).

**OUTCOME**

The DocSpera Insights analysis was instrumental in allowing the manufacturer to demonstrate the effectiveness and value of its device against

competitors and to support their increase in market share with their customers and new customer acquisitions.

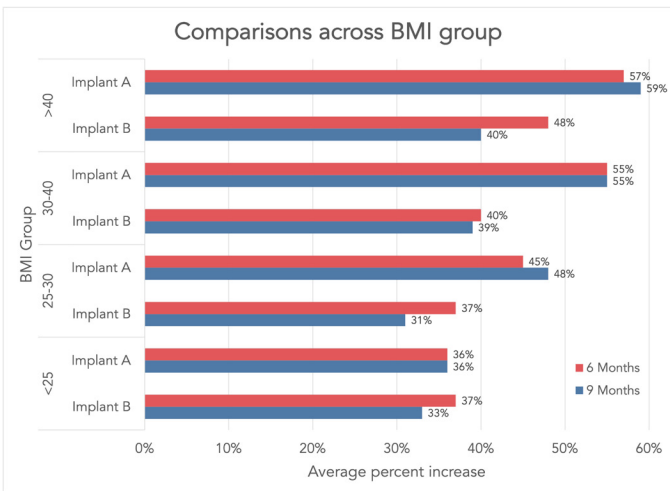


Figure 3

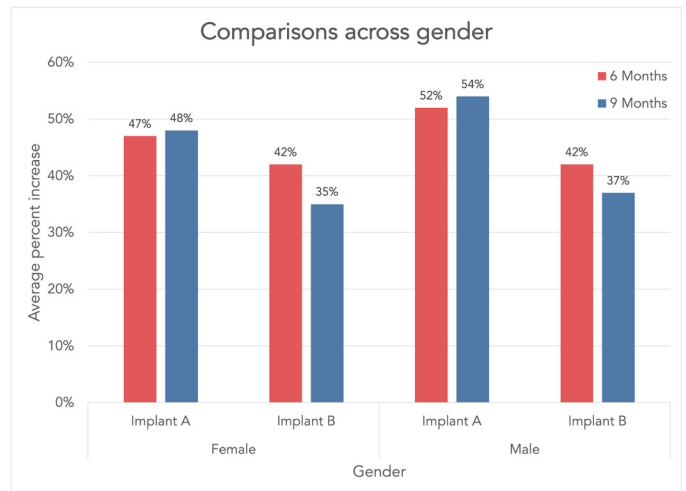


Figure 4



## About DocSpera

DocSpera is a fast-growing premier healthcare technology company disrupting patients' care coordination and navigation in surgical episodes. The company provides cloud software solutions and data insights for Providers and Medical Device Manufacturers.

### HEADQUARTERS

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