ANALYSIS OF SURGICAL SITE INFECTION AND PREVENTION SOFTWARE PLATFORMS

A Fortune 500 Medical Device Producer

The Client was interested in developing a software tool that could be utilized for patients both inside and outside of the operating room to monitor risks, increase efficiency and safety, and enable better patient outcomes. The Client's new product under development was aimed at preventing surgical site infections (SSIs) and measuring compliance.

CHALLENGE & APPROACH

PreScouter approached this project in three phases:

Phase 1: PreScouter provided a high-level overview of players in the infection prevention analytics space. PreScouter mapped 27 players and constructed a matrix to benchmark key features such as business model, strengths, and unmet needs, among many others. This landscape revealed 12 companies that offered some kind of SSI monitoring feature in their platforms.

Phase 2: PreScouter conducted deep dives into the specific offerings, capabilities, and business models of the top 7 infection prevention modules selected by the Client. PreScouter's in-depth investigations also exposed gaps in the understanding of the platform capabilities.

Phase 3: PreScouter interviewed 11 key hospital decision makers who could provide insights into specific systems. The conversations revealed the pain points in the space and as well as features that were considered essential but were lacking in systems currently on the market.

OUTCOME

PreScouter's research indicated that the available SSI platforms focused on monitoring and reporting, while care bundle compliance monitoring was typically achieved manually, thus presenting a niche where the Client could enter the space with a new product. By combining market intelligence with multiple Subject Matter Expert interviews, PreScouter provided examples of concrete opportunities for features that the Client should include to differentiate their product from the competition and address unmet end-user needs, as well as recommendations for marketing and promoting this new product.