



We're the world's *first* real-time business intelligence portal for the Orthopedics market.

See why the top 10 orthopedic implant companies subscribe to SmartTRAK.

We help you work smarter by providing real time, up-to-date data on markets, companies and products competing in the musculoskeletal arena available right at your fingertips. Our daily updates, strategic insights and in-depth analyses by domain experts allow device executives to nimbly distill relevant information quickly.

Comprehensive orthopedics market coverage.

600+ companies profiled.

5,000+ products detailed.

9 industry expert orthopedic analysts.

Home Dashboard

The screenshot shows the SmartTRAK Home Dashboard. At the top, there's a search bar and a 'Direct Access' button. The navigation bar includes 'Home', 'Analysis', 'Markets', 'Companies', 'Products', 'Product Explorer', 'Gap Analysis', 'Financial Dashboard', and 'MY TRAK'. The 'Featured Analysis' section highlights three articles: 'Hot Topics and Trends in Orthobiologics', 'Novel Stem Cell Technology for Wound Healing', and 'The Future of Regenerative Medicine'. Below this is the 'SmartTRAK Updates' section with filters for 'All Markets', 'All Segments', and 'All Types'. It lists several clinical/regulatory updates, such as 'NeuroRegen with MSCs for SCI' and 'Mucograft vs Autologous Graft for Multiple Gingival Recession Defects'. The 'Market Recaps' section includes 'Q218 Extremities Market Recap', 'Q118 Advanced Wound Care Market', 'US Spinal Cord Stim Market', and 'Q118 Infection Prevention'.

Features & Benefits

Analysis Direct Access
for answers to your specific questions

Daily Updates
of breaking industry news sent right to your in-box

Quarterly Market Recaps
are a synopsis of all relevant market developments

Markets
Companies and Products level data in your area of interest

Financial Dashboard
for quickly assessing quarterly revenues and shares at all levels

Product Explorer
understand the global competitive landscape

Gap Analysis
to discover gaps in product portfolios

Analysis, News & Articles
from conferences and exclusive interviews with industry experts

Orthopedics Modules US WW EU

Modules and regions available from SmartTRAK - EU including France, Germany, Italy, Spain and the UK:

Extremities

- Extremities ●●
- Upper Extremities ●●●
- Foot & Ankle ●●●

Computer Assisted Surgery

- Spine ●
- Ortho ●

Amniotic Tissue

- Amniotic Tissue Products ●
- Amniotic Tissue Membranes ●
- Amniotic Injectables ●

OrthoBio

- OrthoBio ●
- Bone Replacement ●
- Cartilage Replacement ●
- Soft Tissue Augmentation ●
- Knee Ligament Replacement Grafts ●
- Meniscus Replacement ●
- Joint Fluid Replacement ●

Total Joints

- Total Joints ●●
- Hip Replacement ●●
- Knee Replacement ●●

Cell Processing

- Platelet Rich Plasma (PRP) ●
- Bone Marrow Aspirate Concentrate (BMAC) ●
- Autologous Adipose Cell Processing ●

Trauma

- Trauma ●●●
- Plates & Screws ●
- IM Nailing ●
- External Fixation ●
- Cannulated Screws ●
- Trauma Other ●

Other Modules

- Spinal Cord Stimulation ●
- Advanced Wound Care ●●●
- Conventional Wound Care ●●●
- Infection Prevention ●
- Biosurgery ●
- Surgical Matrices ●
- China Advanced Dressings

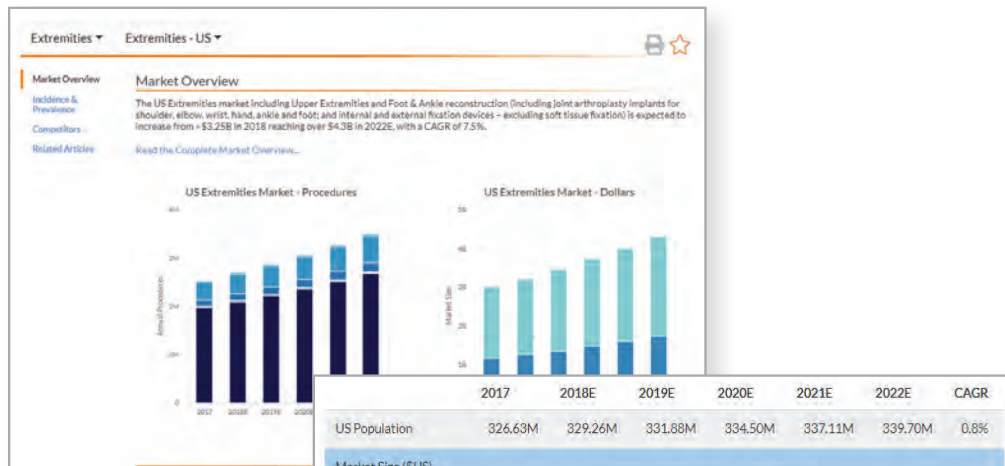
Spine

- Spine Hardware ●
- Spinal Fusion ●
- Cervical Fusion ●
- MIS Spinal Procedures ●
- Thoracolumbar Fusion ●
- Thoracolumbar Interbody ●
- Disc Replacement ●
- Dynamic Devices ●
- Vertebral Compression Fracture (VCF) ●

Soft Tissue Fixation

- Extremity Soft Tissue Fixation ●
- Hip Soft Tissue Fixation ●
- Knee Soft Tissue Fixation ●
- Shoulder Soft Tissue Fixation ●
- Meniscus Repair ●

Markets, Companies, Products & Financials



Financial Dashboard: SmartTRAK Data

MARKET: Trauma | SEGMENT: All Segments | SUB-SEGMENT: All Sub-Segments | CATEGORY: All Categories

REGION: US | YEAR: Calendar Year 2017 | DEVELOPING: All numbers in thousands

Trauma CY2017

Category	Value	Percentage
Plates & Screws	\$470,940	27.0%
IM Nailing	\$754,529	45.8%
External Fixation	\$377,208	13.2%
Trauma Other	\$94,677	5.3%
Other	\$42,133	2.3%

Gap Analysis: Select Scenario

Total Joints: Hip Replacement

Company	Hip Replacement									
	Femoral Stem	Femoral Head	Femoral Neck	Acetabular Cup	Hip Bearings	PSI	Other	Other	Other	Other
Active Implants	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Adair Ortho	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Assoulon	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
AK Medical	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Amplitude	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Argomedical	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Arthrosource	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Azzet	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Aston Medical	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Beznoska	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
BioPro	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Biotech	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
C2F Implants	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Carthory	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green

Product Explorer: Select Scenario

OrthoGPS | All Segments | Computer Aided Surgr - Comp/Fit 2018, Spine CAS, O-Proc CAS, Evolve...

Product Name	Company	Dev.	Segment	Target Ind.	Product Details	Test	Approval	Path	Status	Region	Path	Status	Country	State	String/URL
...

Analysis

Soft Tissue Fixat... All Types Clear Filters

Q118 Soft Tissue Fixation Market: Seasonal Slowdowns and The Future of RC Repair

Seasonality slows Soft Tissue Fixation market growth but the addition of biologics to RC repair implants makes the future promising.

Q417 FY17 Soft Tissue Fixation Market Share Shifts & Solid Finish in 2017

Pricing pressure and commoditization slows Soft Tissue Fixation Market but 2017 still finishes strong

From our CEO

“SmartTRAK has become an integral resource for some of the largest medical device companies. Used by the top 10 Orthopedic / Spine manufacturers, SmartTRAK networks an entire organization with real-time data and insightful analysis.”

– Sharon O’Reilly, Founder and CEO of BioMedGPS

Client Testimonials

“I like SmartTRAK because every morning I get up and turn on the computer and I’ve got my dashboard right there, essentially telling me what’s new in the space; who’s doing what, what new clinical studies are being conducted, and where the focus may or may not be shifting. It also helps me identify new opportunities in which we can potentially expand our business.”

– Scott Brown, Director Strategic New Market Development, Integra LifeSciences

“Every Monday, I watch my weekly Updates populate in my email. It keeps me up-to-date on the market, market trends, competitors and their activities. I can’t live without it.”

– Tyler Trapani Product Manager

Industry Expert Orthopedic Analysts

As part of your SmartTRAK subscription, you gain Direct Access to SmartTRAK's team of domain experts who are all former business development, marketing and competitive intelligence professionals from leading orthopedics companies. Equipped with deep industry knowledge and "real-world" experience, SmartTRAK's analysts KNOW orthopedics and highlight what's critical to your team's success.



Sharon O'Reilly

Founder, President and Chief Executive Officer

Founder, former President & CEO, Medtech Insight, broad-based medical

device experience in sales, marketing, consulting and business development. Manages the SmartTRAK Joint Fluid module.



Anne Staylor

Managing Editor and Senior Director, Advanced Technologies

Former Senior Editor, Medtech Insight. +13

years' in various leadership roles in business intelligence, marketing, communications, product management, and consulting for the medical device industry, hospitals, physician groups, and insurers.



Kim French

Senior Analyst, OrthoBiologics

14+ years' marketing and sales management experience in orthopedics,

biologics and biopharmaceuticals. Most recently, with AlloSource and Terumo.



Lisa Mahan

Vice President, Content Development, Orthopedics

16+ years' experience in orthopedics industry, including 14+ years at

J&J DePuy Orthopaedics. Competitive Intelligence Analyst and e-Marketing manager at J&J DePuy Orthopaedics.



Julianne Burns

Senior Analyst, Spine

10+ years' experience in marketing, market development and startup

consulting in the spine industry. Marketing Manager at Medtronic Spinal & Biologics.



Natasha Weeks

Senior Analyst, Trauma & Extremities Fixation

13+ years' experience in marketing and product development, including 5+ years at DePuy Synthes Trauma - most recently as Product Director at DePuy

Synthes Trauma..



Kristina Meyer

Senior Analyst, Sports Medicine

12+ years' experience in field marketing and

professional education, with a emphasis on Sports Medicine. Marketing and Sales Management roles at Smith & Nephew and Stryker Sports Medicine.



Elise Wolf

Senior Analyst, Computer Assisted Surgery

14+ years experience in product development, marketing and business

development consulting in robotics, emerging medical device technologies and Orthopedics including for Stryker Orthopaedics.



Tim Jeavons

Director, European Orthopedic Content & Sales

15+ years' experience in Orthopedics with experience in Trauma,

Extremities, and Orthobiologics. Previously held senior global marketing positions at Stryker and DePuy Synthes. Based in Geneva, Switzerland.

FREE SmartTRAK Daily Updates

www.smartrak.com/updates

Sign up today for a FREE 2-week trial of SmartTRAK Updates. Have critical industry intelligence delivered straight to your in-box.

To see if your company already subscribes to SmartTRAK or for more information, go to www.smartrak.com/contact.

About BioMedGPS

BioMedGPS, LLC is the developer of SmartTRAK Business Intelligence, the leading portal for real-time data and analysis on the life sciences industry. For more information, go to www.smartrak.com/contact.