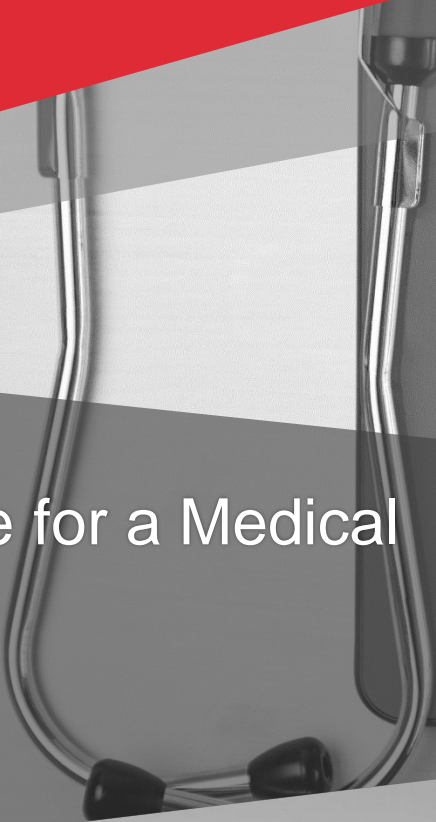


**Case Study**

**Acquisition Due Diligence for a Medical  
Technology Company**



The tablet screen displays a medical dashboard. At the top left, there is a large ECG (heart rate) graph on a grid. Below it is a smaller line graph with data points. To the right of these graphs is a grid of 12 circular icons. The icons include: a pulse rate gauge, a heart, a line graph with an upward arrow, a heart with an ECG line, three people silhouettes, a calendar with a person icon, a location pin, a headset, a calendar, a 24-hour clock with a refresh arrow, a person silhouette, and a smartphone. The entire dashboard is overlaid on a grayscale background of a snowy mountain range.

# Case Study

## Acquisition Due Diligence for a Medical Technology Company



### About the Client



- A leading consultancy, advising pharma companies on sustained growth through efficient business operations
- Its clients include Fortune 500 companies, start-ups, non-profits and governments

### Client Objectives / Goals



- The client was advising a global medical technology company regarding entering the rural healthcare market in India through the inorganic route
- Client sought RocSearch's help to understand the market dynamics and identify suitable targets for acquisition or JV

### Approach and Methodology



- Developed an industry primer on the Medtech sector, covering the market landscape, competitive dynamics, typical operating models, underserved growth pockets, potential disruptors, etc.
- RocSearch reached out to more than 100 medical practitioners across India to identify the key factors affecting growth and to validate findings
- The team analysed companies based on several parameters, including R&D focus, number of products across relevant segments, relevant market presence, alliances with other top players in the industry, etc., and ranked them using a weighted index scoring methodology

### Sample Output



Gauging companies' innovation capabilities			
Zero	Minimal	Low End Disruptive	Disruptive
Wellness & Nutrition Hitachi	ARC Telediagnos Medisoft Telemedione Genesis Futuristic Technologies Sanjeevani Bio-tech Pinnacle Wellness	Sues Healthcare Deccan Healthcare Karishma Software	TeleVital Onlinefocum Rx HealthCae Magic Vaatsalya Healthcare MedVed TTK Chitra Heart Valve Sahajand Medical Technologies
Save-Life Medkit Medisystems	I-Diagnosis Technologies Life Century	Nisargasampada Health Products Nova Medical Centers	
Regenix ENG Exports Silicon Labs	Universal Medical Instruments Schiller Healthcare	Meri Life Sciences	Medicaid Systems International Biological Laboratories
	Electro Medico Medical Point		Kody Medical Electronics

### Results / Value-add



The precise and actionable insights of the study were highly appreciated by the client and allowed it to advise its Medtech end client on a successful market entry through a JV with one of the players identified analysed in the study