

CASE STUDY

Healthcare product manufacturing

Pre-LOI commercial diligence

Context

A large international Private Equity fund was considering placing a bid on a healthcare product manufacturer

The fund engaged SATOV to conduct a fast, targeted pre-LOI diligence to help strengthen its position in the bidding process

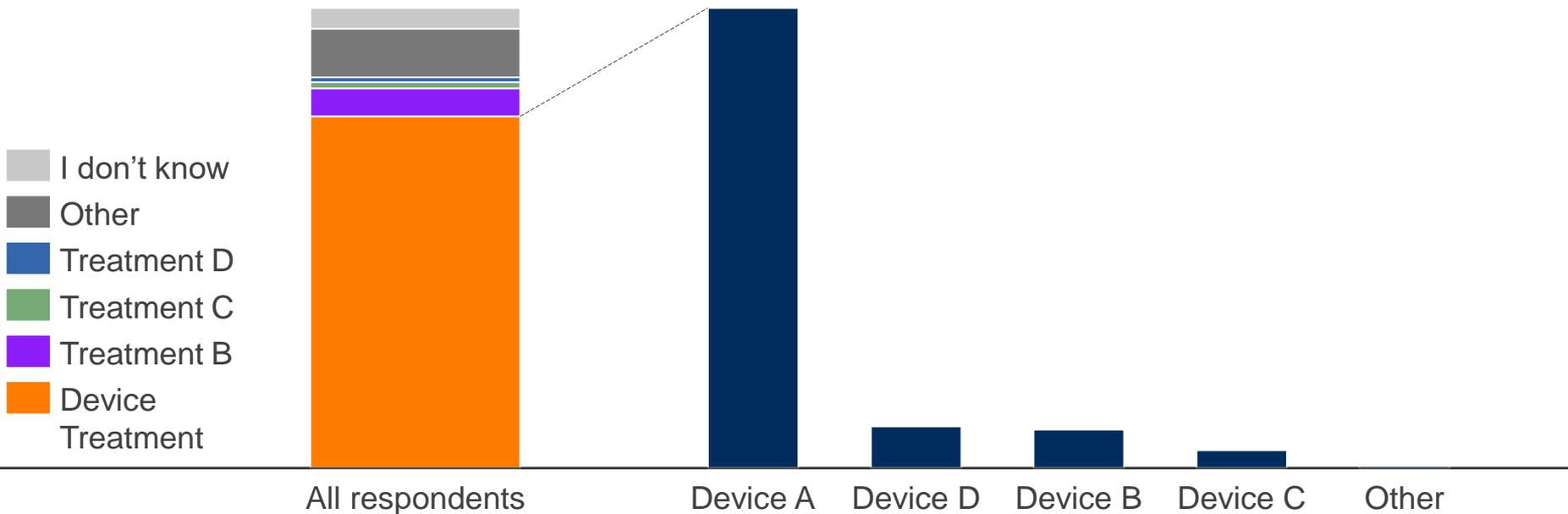
- Usage of the therapy associated with the product
- Demand for the device as a treatment
- Loyalty of target's current customers
- Target's competitive position versus other automated devices

We provided an in-depth evaluation of the target and its growth prospects. We also used the SATOV digital diagnostic to establish the brand's relative strength on material e-commerce platforms

We established that device-based treatment dominates the relevant therapeutic field

All respondents: Treatment and device usage for the disorder

BASE: ALL COMPLETED RESPONDENTS AND TERMINATES



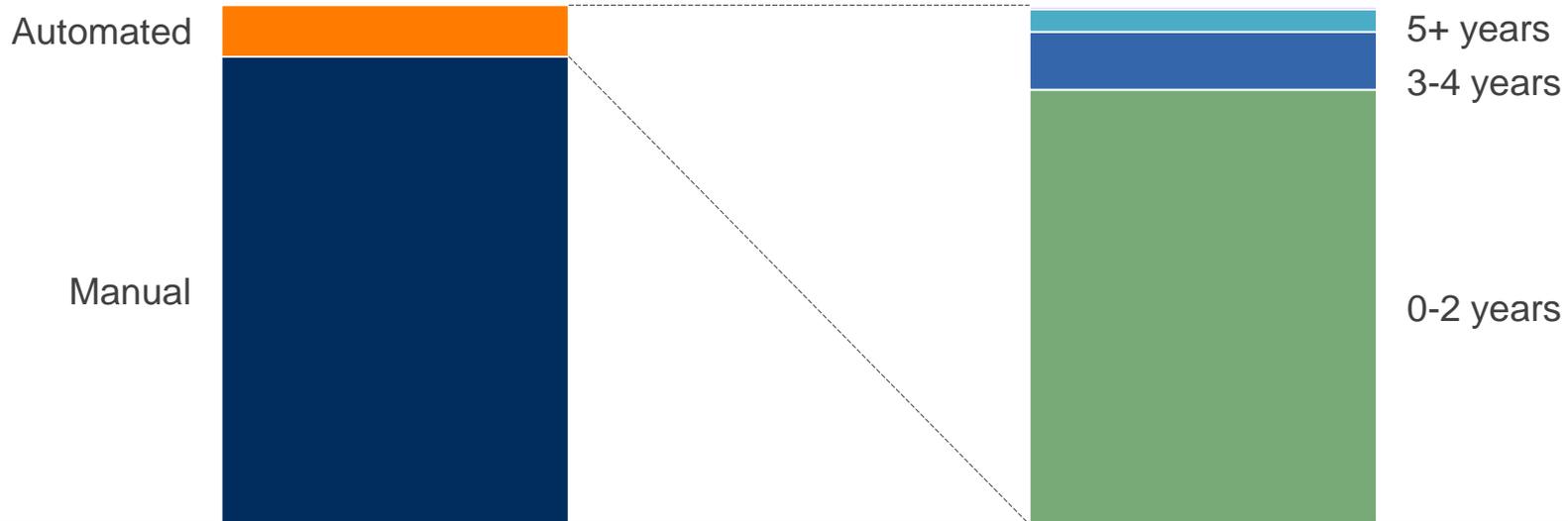
Automated devices are growing quickly from a small base

All respondents: Current device type

BASE: ALL COMPLETED AND TERMINATED RESPONDENTS

Automated device users: Years of automated device use

BASE: AUTOMATED DEVICE USERS

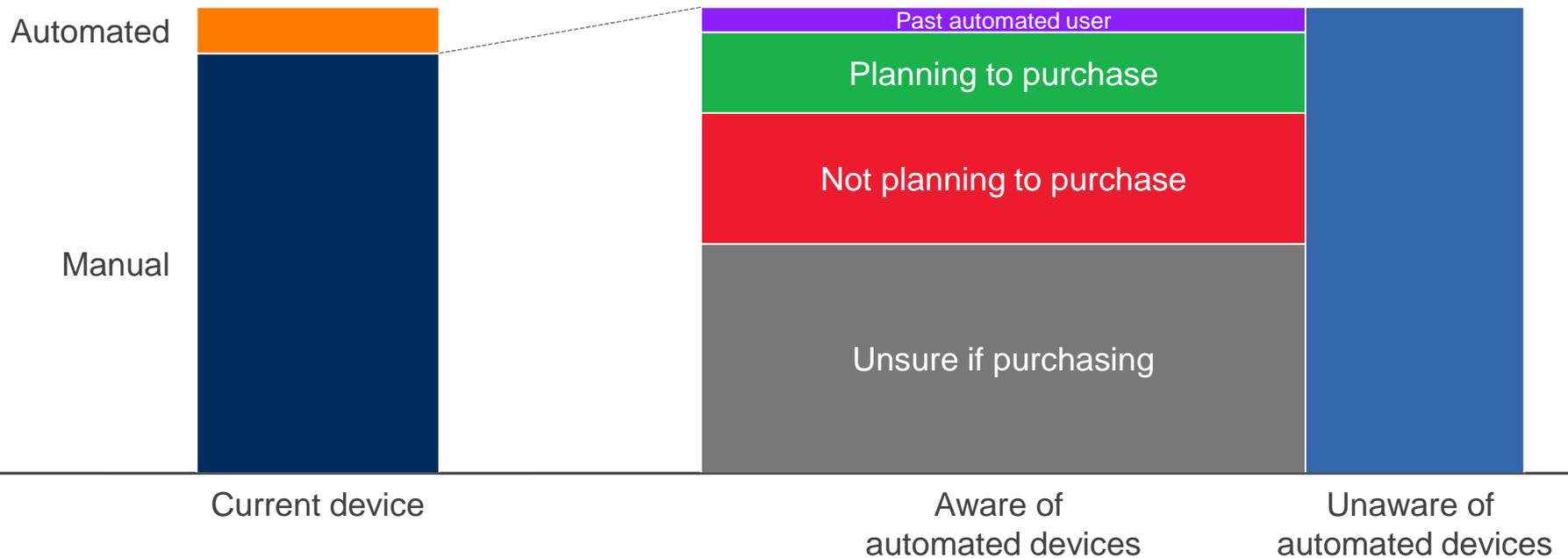


Many manual device users are at least open to automated devices

All respondents: Breakdown of manual devices

BASE 1: ALL RESPONDENTS

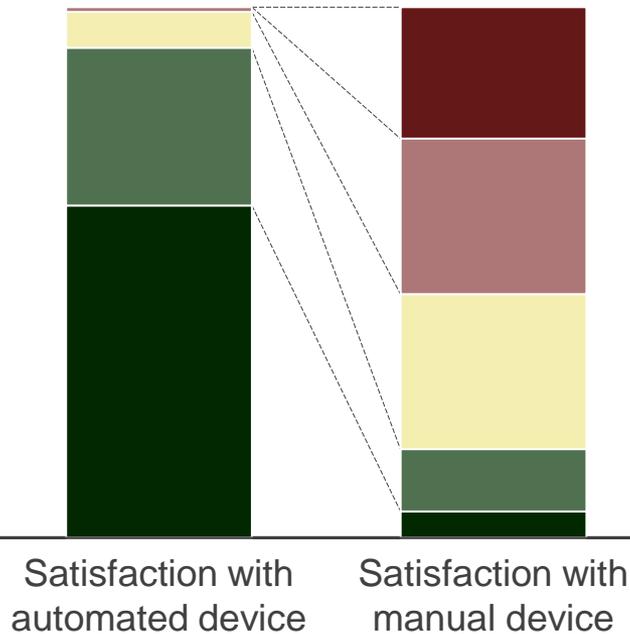
BASE 2: MANUAL DEVICES



Automated device users are more satisfied

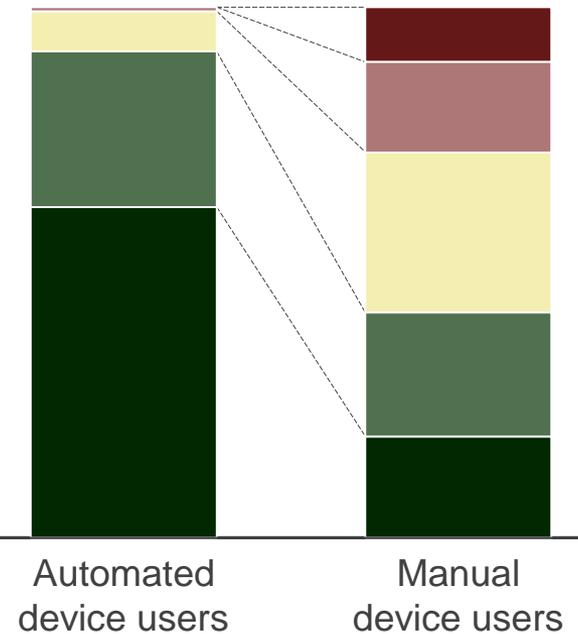
Automated device users: Satisfaction with automated vs. earlier manual device usage

BASE: AUTOMATED DEVICE USERS WHO SWITCHED FROM MANUAL DEVICE



Automated device users vs. Manual device: Satisfaction with device

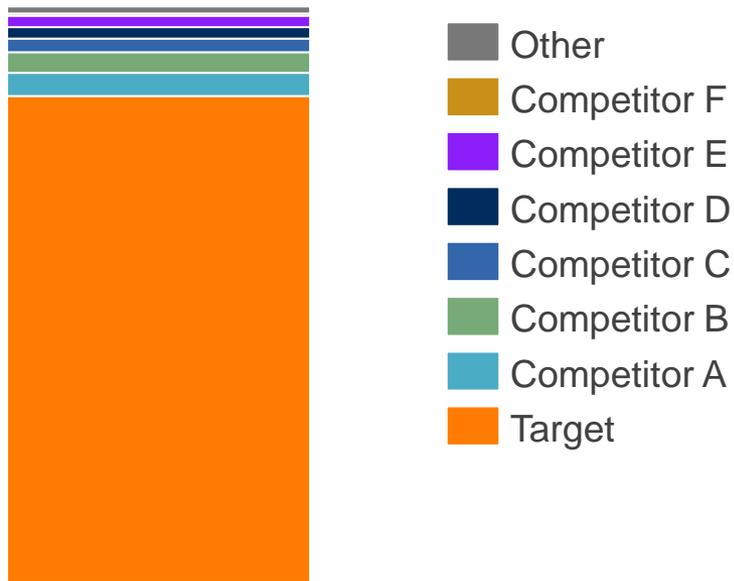
BASE 1: AUTOMATED DEVICE USERS
BASE 2: MANUAL DEVICE USERS



The Target dominates the automated device market

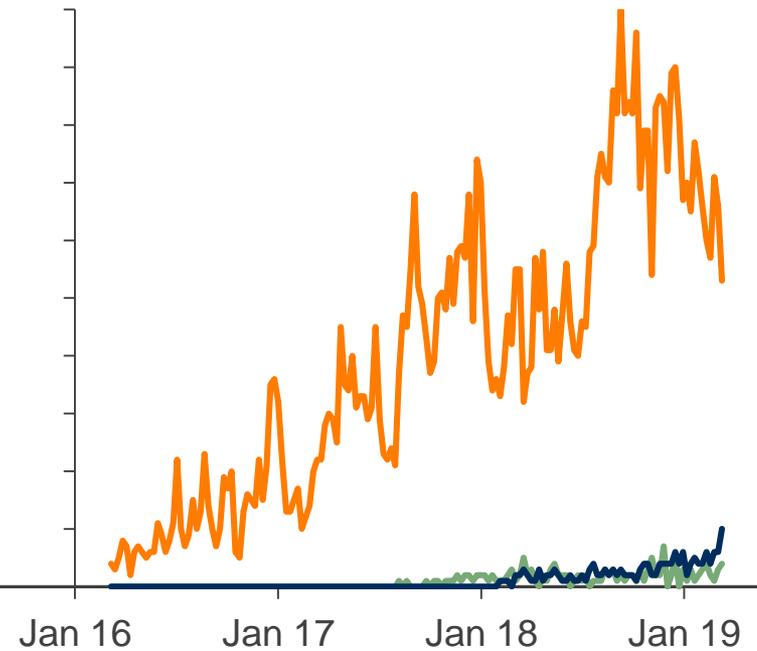
Automated device users: Market share by brand

BASE: AUTOMATED DEVICE USERS



Online search interest by manufacturer

INDEX, WEIGHTED SEARCH INTEREST OVER TIME, 2016-2019

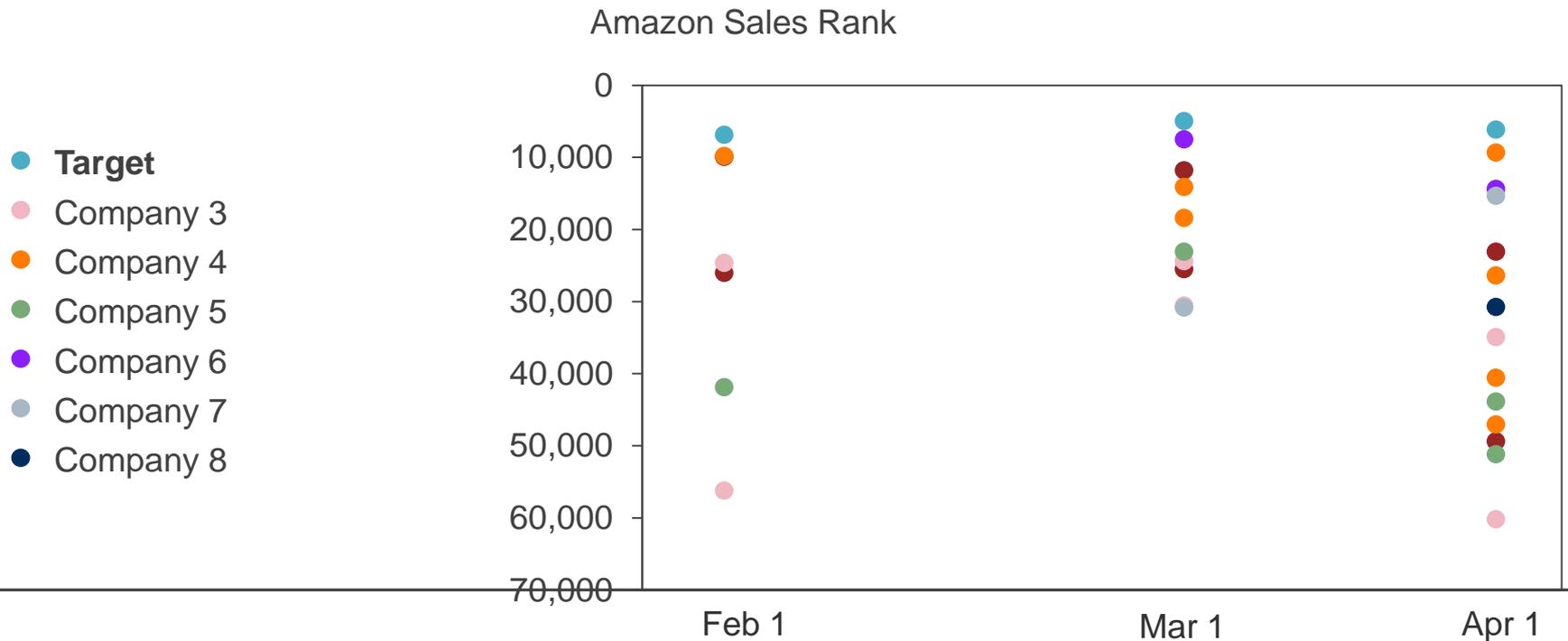


— Target — Competitor A — Competitor B

The Target has the best selling brand on Amazon...

Amazon sales rank by product

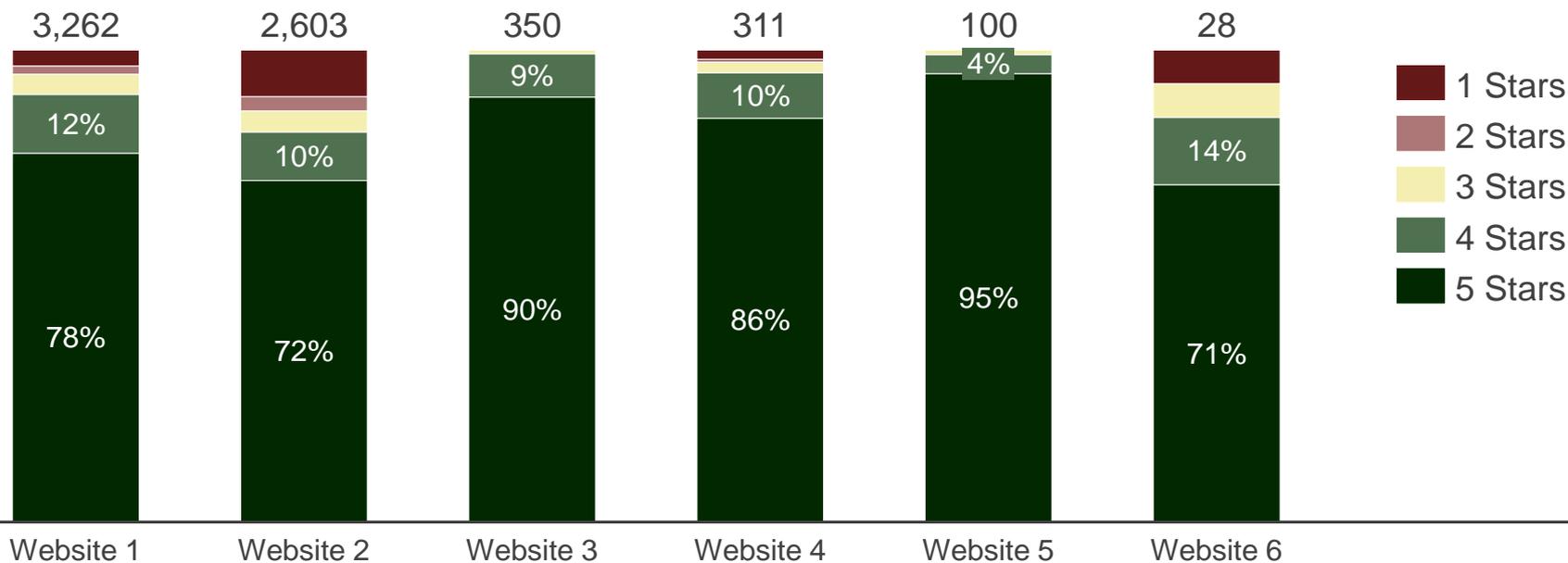
SALES RANK



...and high excellent reviews on all relevant e-commerce sites

Customer reviews by website

%



Brand and marketing seemed to drive the Target's sales more than the product itself

Product offering selected by customers when brand names were hidden

BASE: MANUAL DEVICE USERS PLANNING TO PURCHASE



We found some SEO improvement opportunities despite the Target's high overall performance

Online Improvement Opportunities

Overall Performance: 86%	SEO Improvement Opportunities
Search Engine Optimization: 79%	<ul style="list-style-type: none"> • Give important pages unique titles • Shorten page titles to 65 characters or fewer • Add links to hard-to-find pages • Fix broken links • Replace generic anchor text • Shorten URLs to 128 characters or fewer • Eliminate URLs with duplicate content • Consider keywords for advertising campaigns • Add descriptions to images
Performance: 98%	
Security: 88%	
HTML Tags: 87%	
Reputation: 80%	