

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

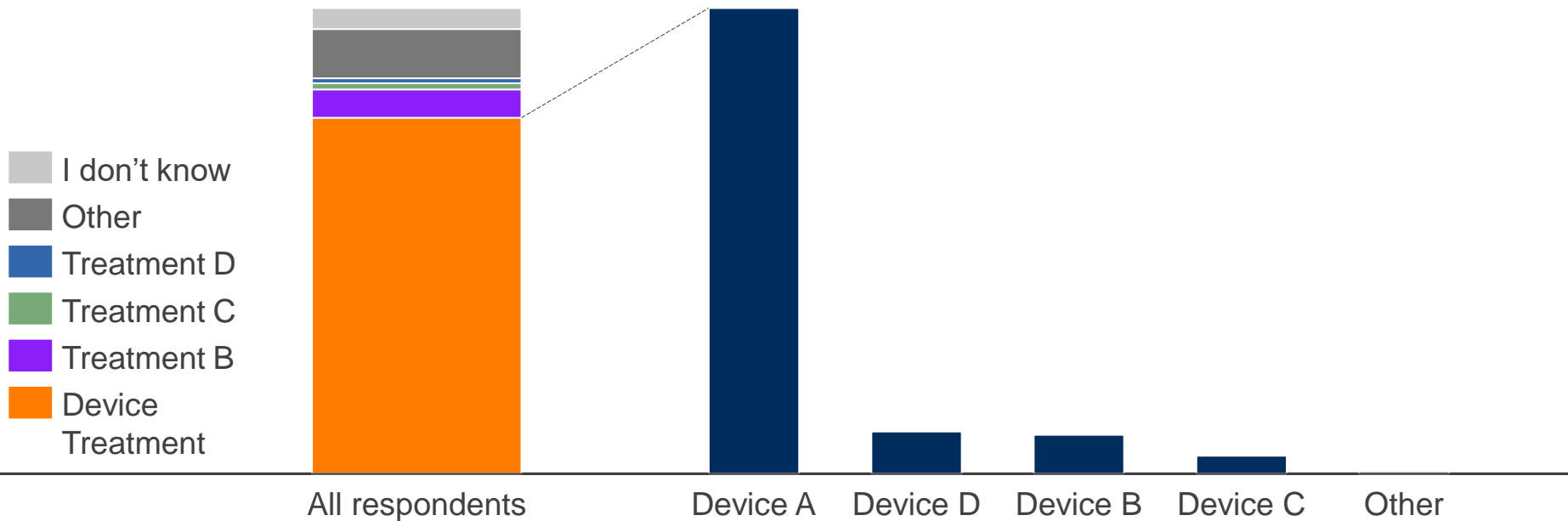
- Usage of the therapy associated with the product
- Demand for the device as a treatment
- Loyalty of target's current customers
- Target's competitive position versus other automated devices

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



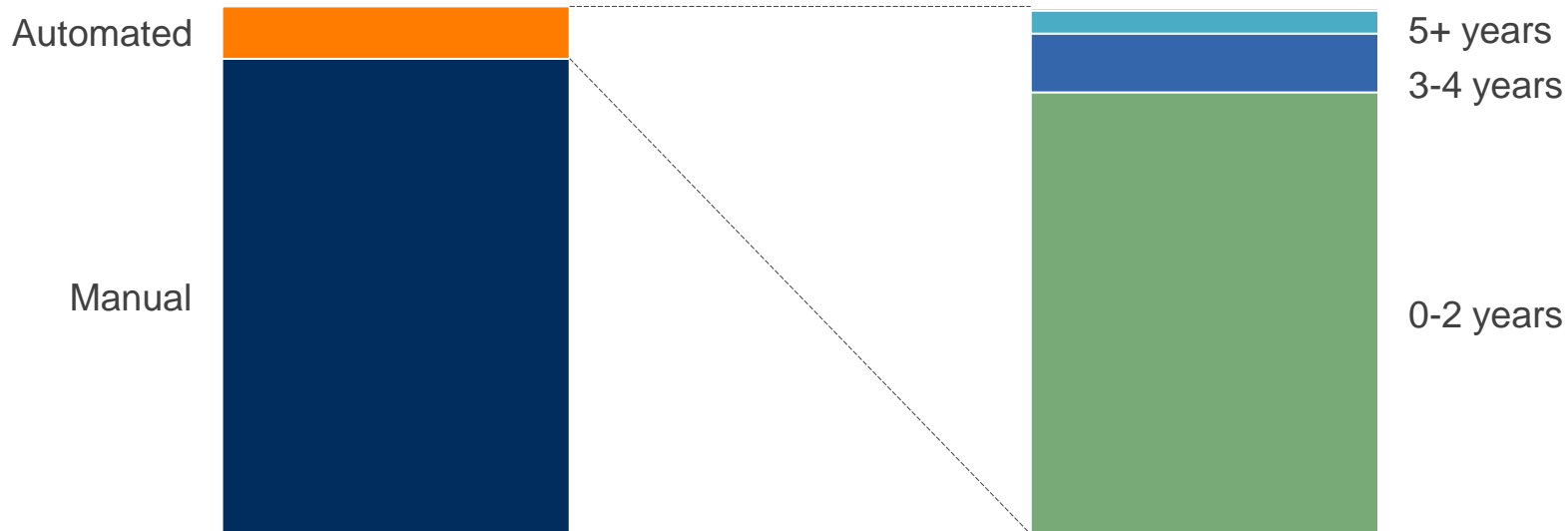
Automated devices are growing quickly from a small base

All respondents: Current device type

BASE: ALL COMPLETED AND TERMINATED RESPONDENTS

Automated device users: Years of automated device use

BASE: AUTOMATED DEVICE USERS

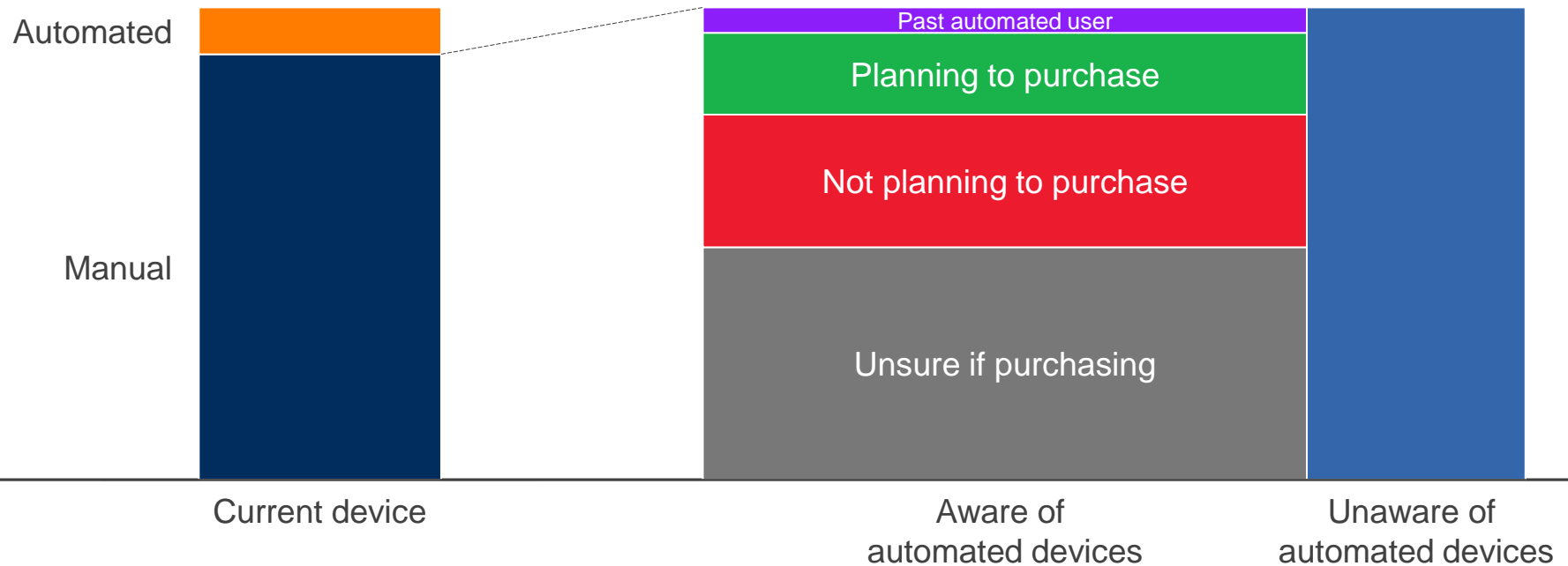


Many manual device users are at least open to automated devices

All respondents: Breakdown of manual devices

BASE 1: ALL RESPONDENTS

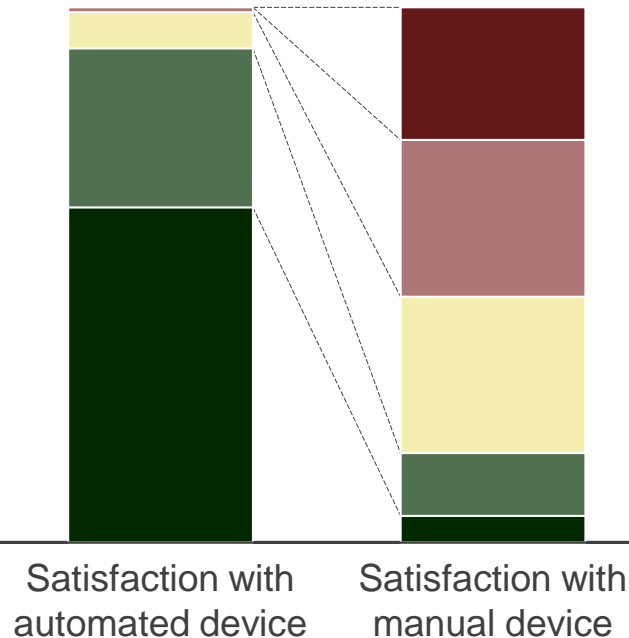
BASE 2: MANUAL DEVICES



Automated device users are more satisfied

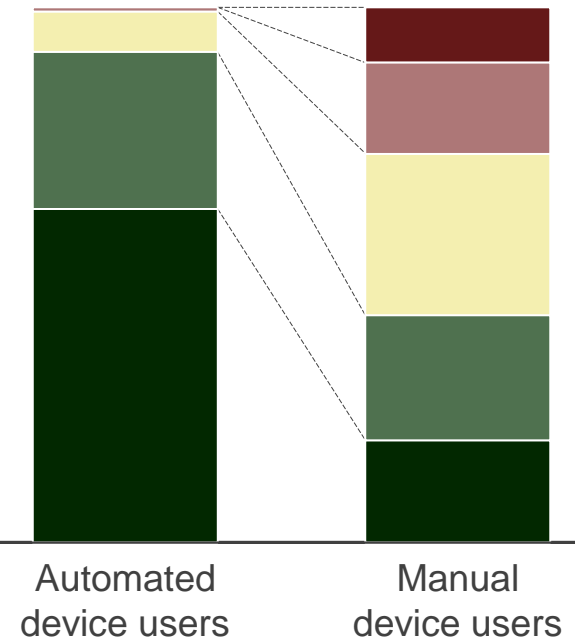
Automated device users: Satisfaction with automated vs. earlier manual device usage

BASE: AUTOMATED DEVICE USERS WHO SWITCHED FROM MANUAL DEVICE



Automated device users vs. Manual device: Satisfaction with device

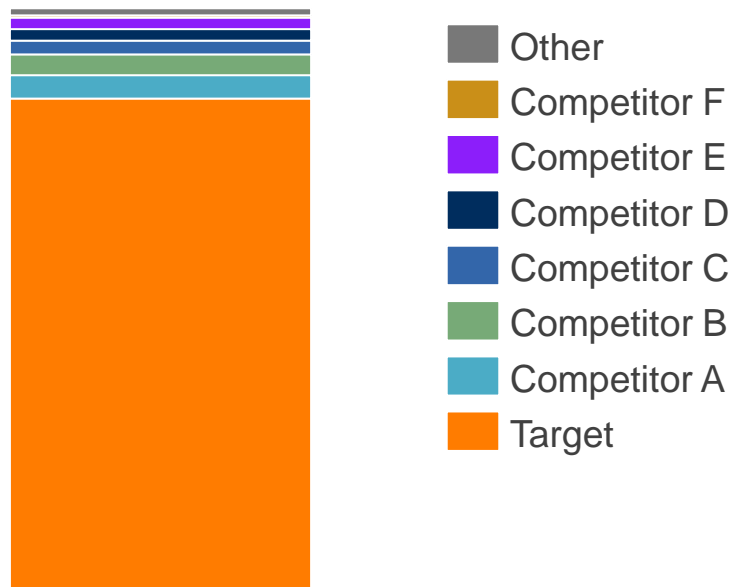
BASE 1: AUTOMATED DEVICE USERS
BASE 2: MANUAL DEVICE USERS



The Target dominates the automated device market

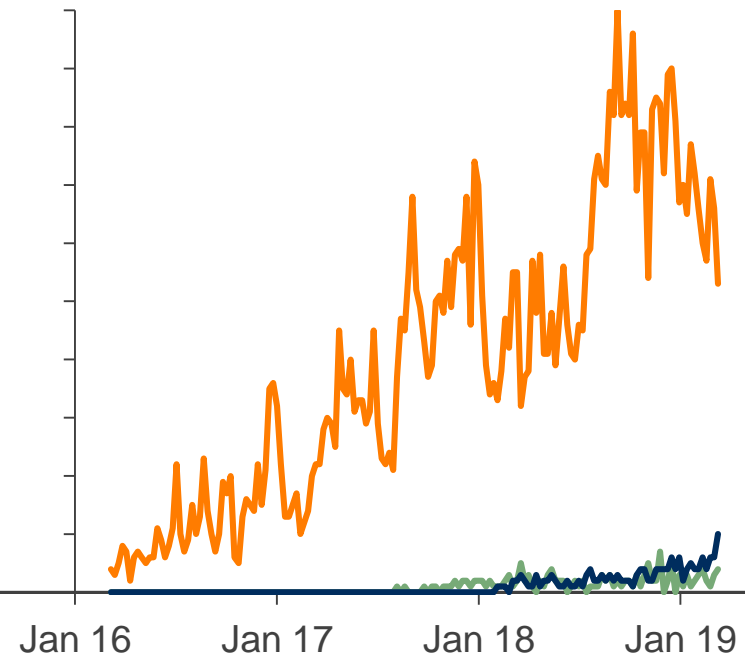
Automated device users: Market share by brand

BASE: AUTOMATED DEVICE USERS



Online search interest by manufacturer

INDEX, WEIGHTED SEARCH INTEREST OVER TIME, 2016-2019

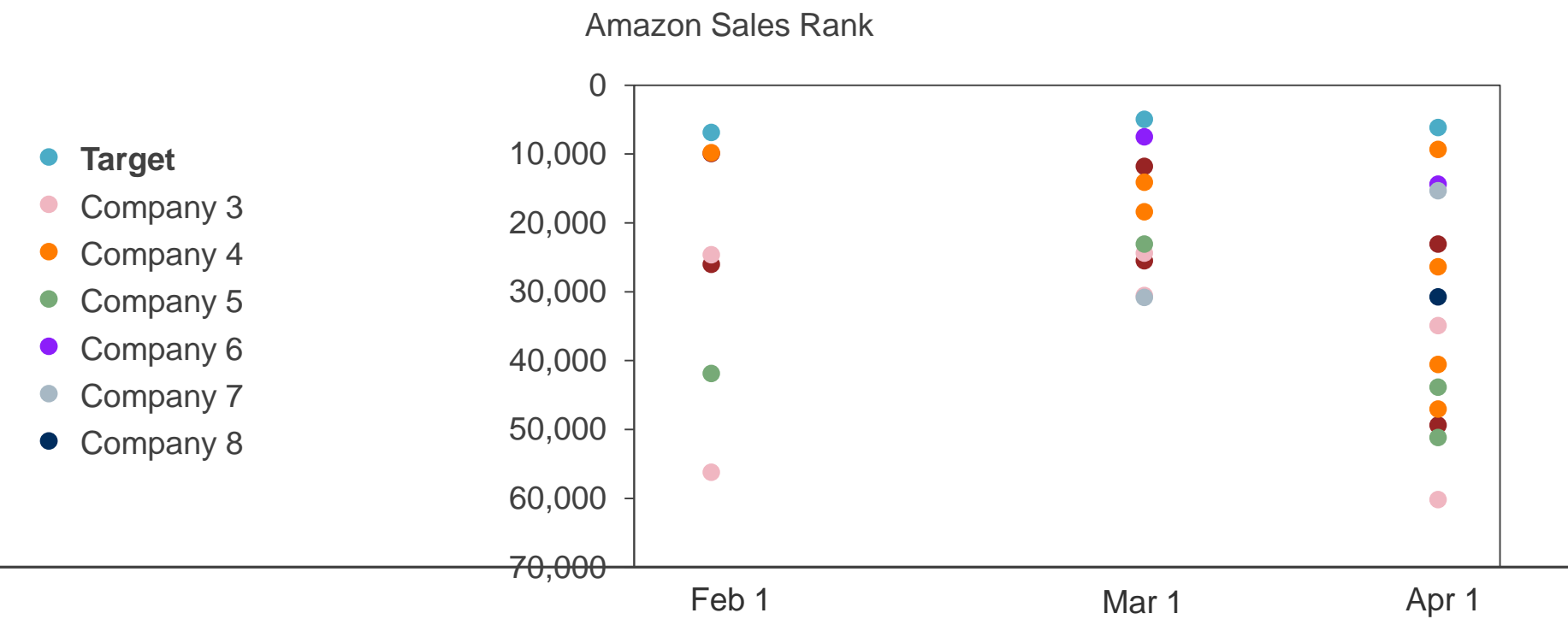


— Target — Competitor A — Competitor B

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

Amazon sales rank by product

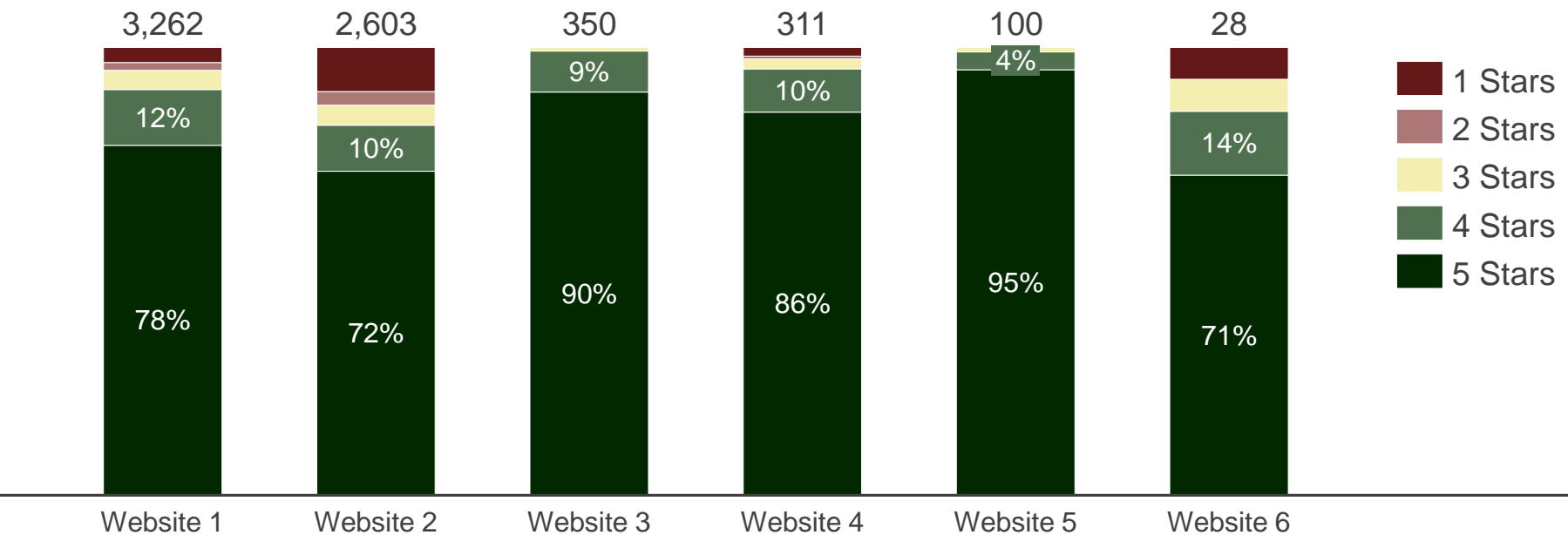
SALES RANK



...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%	