

Introducing SmartTRAK's ASC Insights

Be the Expert in the ASC Market

SmartTRAK's industry experts collaborated to provide the first ever dynamic, platform-based solution for the emerging Ambulatory Surgery Center (ASC) market in the US. SmartTRAK is excited to provide market insights and rich data specifically aimed at accelerating strategies to aid clients in capturing market-share and business opportunities in the evolving ASC landscape.

The Challenge

The ASC market is experiencing fast-paced changes requiring new ways to digest the data and insights. For the orthopedic market, there is little transparency to organized and insightful information tracking trends and market movement for strategic decision-making and commercial execution. As devices become increasingly commoditized, speed to insights can be a strong competitive advantage.

The *US Orthopedic ASC Insights* module is an extension of SmartTRAK's Insights-as-a-Service platform, delivering one trusted source for the intricacies of the *ASC market*. Our orthopedic market experts curate data from a multitude of public and proprietary sources turning disparate data into powerful insights you can rely on for strategic decision-making.

The Solution

Included in the US Ortho ASC module

The module includes an organized, comprehensive look at trends and growth in ASCs that provide qualitative insights on market trends and quantitative metrics with broad US market coverage that are readily extractable. The *ASC Insights* module also delivers *Daily Updates* to keep subscribers up-to-date with timely coverage of noteworthy ASC industry developments.



Executive Summary

CMS Insights

- Downloadable data set
- Downloadable Charts & Graphs
- Access to key growth and closure metrics

ASC Metrics and Quarterly Insights

- Key changes in facility ownership and Management firm intel (*strategic company insights*)

SmartTRAK Analyst Insights

- Market trends captured by SmartTRAK experts

America's Best ASCs

- YoY look at national market growth

Technologies

Reimbursement

- Total Joints
- Extremities
- Spine

Downloads Library

- Fast-tracked location for all ASC-relevant downloadable documents

What's included in SmartTRAK's ASC Insights subscription?

This timesaving, insights subscription service is designed for companies seeking to dominate the ASC market, as well as those developing new technologies directed at this emerging sector. Your subscription to *US Ortho ASC Insights* will include coverage and analysis of the market, including the following (and more):

- Real-time, Daily News Updates (*PR, clinical, regulatory, reimbursement*)
- Historical News Archive
- Market Overview
- Trends in Key Facility Ownership Changes
- Direct Access to SmartTRAK Analysts

Experts at Your Fingertips

Your SmartTRAK subscription includes **Direct Access** to SmartTRAK's Expert Analysts. SmartTRAK's team of experts are former business development, marketing and competitive intelligence professionals from leading medical device companies. They have walked a mile in your shoes and understand your business challenges.