

SURGICAL NAVIGATION SYSTEM



PROBLEM

The customer wanted to develop a new generation of their flagship product, a surgical navigation system for spine and cranial surgery. Whereas they historically made incremental enhancements with each product refresh, the company now wanted a transformative platform change to leverage new technology and leapfrog encroaching competition. To bolster their product transformation, the company looked to new suppliers and an ID firm to create distinctive product design. Ultimately, the design was not optimized for manufacturability or a hospital workflow. New suppliers produced challenges in the product realization process.

SOLUTION

The company considered dividing responsibility between suppliers by product development phase and evaluated MPE against the global market for each phase. Ultimately, they chose MPE (for a 4th consecutive product generation) and leveraged our vertical integration to get the project back on track. MPE's engineering development teams created a product designed for manufacturability and hospital workflow, while maintaining the original design intent and aesthetic distinction. There were no resets or surprises going from MPE's development team to detailed design to prototype to full production. The company was able to focus on their science and support other suppliers to catch up to MPE.

RESULT

The company realized a lower TCO and achieved target market launch. MPE simultaneously managed supply chain and production during phase out of the previous generation and ramp up of the new generation, ensuring cost effective continuity of each product line. MPE supported combining the surgical navigation technology into robotic procedures, helping the company continue to lead the market.

CUSTOMER VALUE

INCREASE REVENUE

- Increase revenue by exactly matching market needs without compromise in a timely manner
- Increase brand equity by consistency and coherence across the offering

LOWER COST

- Quickly and cost efficiently bring custom products to market with significant experience in the MedTech industry
 - Lower costs realized by efficiencies in product development process (i.e., concept to engineering to sustaining)
 - Reduce operational TCO via supplier consolidation & scale, reduced lead times, warehousing/inventory management and 3PL services

LOWER RISK

- Years of experience help avoid inadvertent regulatory hurdles typically associated with custom solutions