



We're the world's *first* real-time business intelligence portal for the Orthopedics market.

See why the top 10 orthopedic implant companies subscribe to SmartTRAK.

We help you work smarter by providing real time, up-to-date data on markets, companies and products competing in the musculoskeletal arena available right at your fingertips. Our daily updates, strategic insights and in-depth analyses by domain experts allow device executives to nimbly distill relevant information quickly. Comprehensive orthopedics market coverage.

600+ companies profiled.

5,000+ products detailed.

8 industry expert orthopedic analysts.

Features & Benefits

Analysis Direct Access for answers to your specific questions

Daily Updates of breaking industry news sent right to your in-box

Quarterly Market Recaps are a synopsis of all relevant market developments

Markets Companies and Products level data in your area of interest

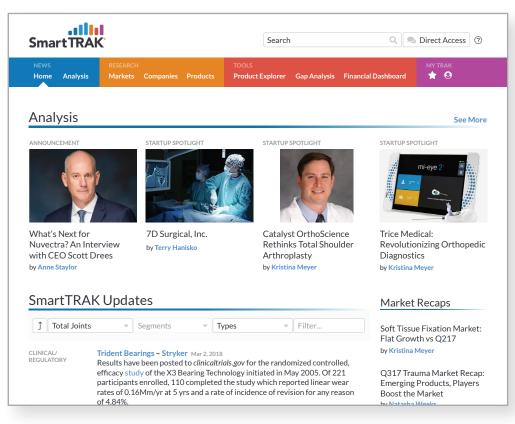
Financial Dashboard for quickly assessing quarterly revenues and shares at all levels

Product Explorer understand the global competitive landscape

Gap Analysis to discover gaps in product portfolios

Analysis, News & Articles from conferences and exclusive interviews with industry experts

Home Dashboard



Orthopedics Modules 💩 👓 💷

Modules and regions available from SmartTRAK - EU including France, Germany, Italy, Spain and the UK:

Extremities

Extremities •• Upper Extremities ••• Foot & Ankle •••

OrthoBio

OrthoBio Bone Replacement Cartilage Replacement Soft Tissue Augmentation Knee Ligament Replacement Grafts Meniscus Replacement Joint Fluid Replacement

Spine

Spine Hardware Spinal Fusion Cervical Fusion MIS Spinal Procedures Thoracolumbar Fusion Thoracolumbar Interbody Disc Replacement Dynamic Devices Vertebral Compression Fracture (VCF)

Soft Tissue Fixation

Extremity Soft Tissue Fixation • Hip Soft Tissue Fixation • Knee Soft Tissue Fixation • Shoulder Soft Tissue Fixation • Meniscus Repair •

Total Joints

Total Joints ●● Hip Replacement ●● Knee Replacement ●●

Trauma

Trauma ••• Plates & Screws • IM Nailing • External Fixation • Cannulated Screws • Trauma Other •

Amniotic Tissue

Amniotic Tissue Products • Amniotic Tissue Membranes • Amniotic Injectables •

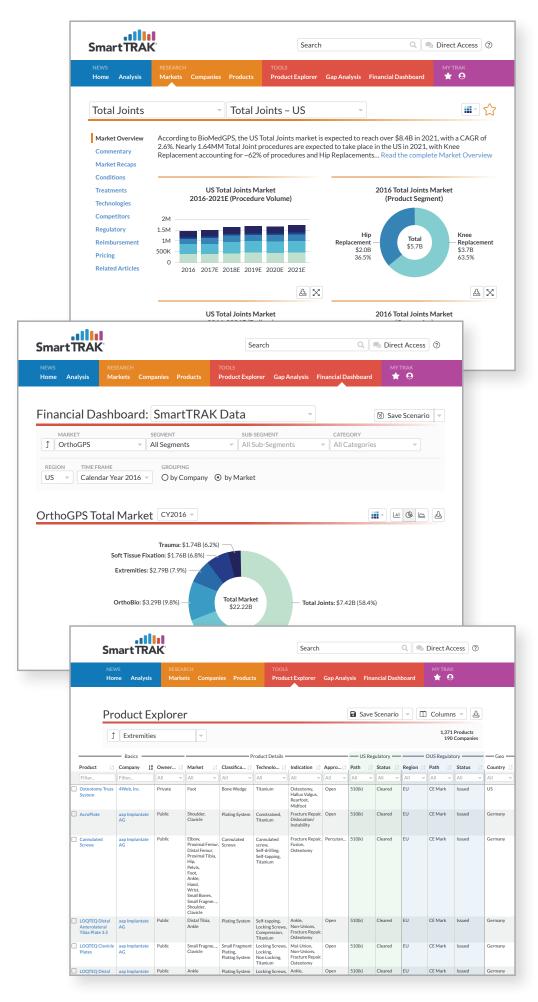
Cell Processing

Platelet Rich Plasma (PRP) • Bone Marrow Aspirate Concentrate (BMAC) • Autologous Adipose Cell Processing •

Other Modules

Spinal Cord Stimulation Advanced Wound Care Conventional Wound Care Infection Prevention Biosurgery Surgical Matrices China Advanced Dressings

Markets, Financials, & Products Pages



From our CEO

"SmartTRAK has become an integral resource for some of the largest medical device companies. Used by the top 10 Orthopedic / Spine manufacturers, SmartTRAK networks an entire organization with real-time data and insightful analysis."

- Sharon O'Reilly, Founder and CEO of BioMedGPS

Client Testimonials

"I like SmartTRAK because every morning I get up and turn on the computer and I've got my dashboard right there, essentially telling me what's new in the space; who's doing what, what new clinical studies are being conducted, and where the focus may or may not be shifting. It also helps me identify new opportunities in which we can potentially expand our business."

– Scott Brown, Director Strategic New Market Development, Integra LifeSciences

"Every Monday, I watch my weekly Updates populate in my email. It keeps me up-to-date on the market, market trends, competitors and their activities. I can't live without it."

– Tyler Trapani Product Manager



Industry Expert Orthopedic Analysts

As part of your SmartTRAK subscription, you gain Direct Access to SmartTRAK's team of domain experts who are all former business development, marketing and competitive intelligence professionals from leading orthopedics companies. Equipped with deep industry knowledge and "real-world" experience, SmartTRAK's analysts KNOW orthopedics and highlight what's critical to your team's success.

Access to industry experts.

Equipped with deep industry knowledge and "real-world" experience, SmartTRAK's analysts KNOW orthopedics and highlight what's critical to your team's success.



Sharon O'Reilly Founder, President and

Chief Executive Officer

Founder, former President & CEO, Medtech Insight,

broad-based medical device experience in sales, marketing, consulting and business development. Manages the SmartTRAK Joint Fluid module.



Lisa Mahan

Vice President, Content Development, Orthopedics

16+ years' experience in orthopedics industry,

including 14+ years at J&J DePuy Orthopaedics. Competitive Intelligence Analyst and e-Marketing manager at J&J DePuy Orthopaedics.



Anne Staylor

Managing Editor and Senior Director, Advanced Technologies

Former Senior Editor, Medtech Insight. +13

years' in various leadership roles in business intelligence, marketing, communications,

product management, and consulting for the medical device industry, hospitals, physician groups, and insurers.



Kristina Meyer

Senior Analyst, Sports Medicine

12+ years' experience in field marketing and professional education,

with a emphasis on Sports Medicine. Marketing and Sales Management roles at Smith & Nephew and Stryker Sports Medicine.



Julianne Burns

Senior Analyst, Spine

10+ years' experience in marketing, market development and startup

consulting in the spine industry. Marketing Manager at Medtronic Spinal & Biologics.

Kim French

Senior Analyst, OrthoBiologics

14+ years' marketing and sales management experience in orthopedics,

biologics and biopharmaceuticals. Most recently, with AlloSource and Terumo.

Natasha Weeks

Senior Analyst, Trauma & Extremities Fixation



13+ years' experience in marketing and product development, including 5+ years at DePuy Synthes Trauma - most recently as Product Director at DePuy

Synthes Trauma..



Tim Jeavons

Director, European Orthopedic Content & Sales

15+ years' experience in Orthopedics with experience in Trauma,

Extremities, and Orthobiologics. Previously held senior global marketing positions at Stryker and DePuy Synthes. Based in Geneva, Switzerland.

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About BioMedGPS

BioMedGPS, LLC is the developer of SmartTRAK Business Intelligence, the leading portal for real-time data and analysis on the life sciences industry. for more information, go to www.smarttrak.com/contact.