

## Case Study:

# Patent Landscape Study helps Global Healthcare Systems Manufacturer Assess Growth Opportunities

## Business Challenge

In the ever-changing healthcare industry, being up-to-date with current and future technological trends is crucial to staying competitive. A global leader in developing cochlear implant systems was keen on gaining perspective in the field of hearing aid technology. It wanted to perform a portfolio analysis of two of its competitors to identify patents that are related to the structure, performance, sensors, testing and other aspects of hearing aid technology. However, it lacked the resources and advanced technical and legal expertise to do a comprehensive patent landscape study in-house.



## Solution

The client chose Netscribes for its high level of expertise in specialized patent landscaping techniques to meet this need. Netscribes carried out the analysis which included the following steps:



- 1** Developed a thorough understanding of the technology
- 2** Created taxonomies to accommodate all the relevant concepts and elements of the area of interest
- 3** Conducted patent search to extract relevant patents
- 4** Categorized and analyzed the data to identify filing trends, patent categories, and IPC classes
- 5** Reported the analysis in easily-consumable formats using charts and tables
- 6** Developed internal tools at Netscribes to ensure data integrity and a quick turnaround time

## Benefit

Netscribes' comprehensive landscape study provided profound insights at a quick turnaround time, which helped the client understand the field better and prioritize investments accordingly.



Assess business-growth opportunities through comprehensive patent analytics

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