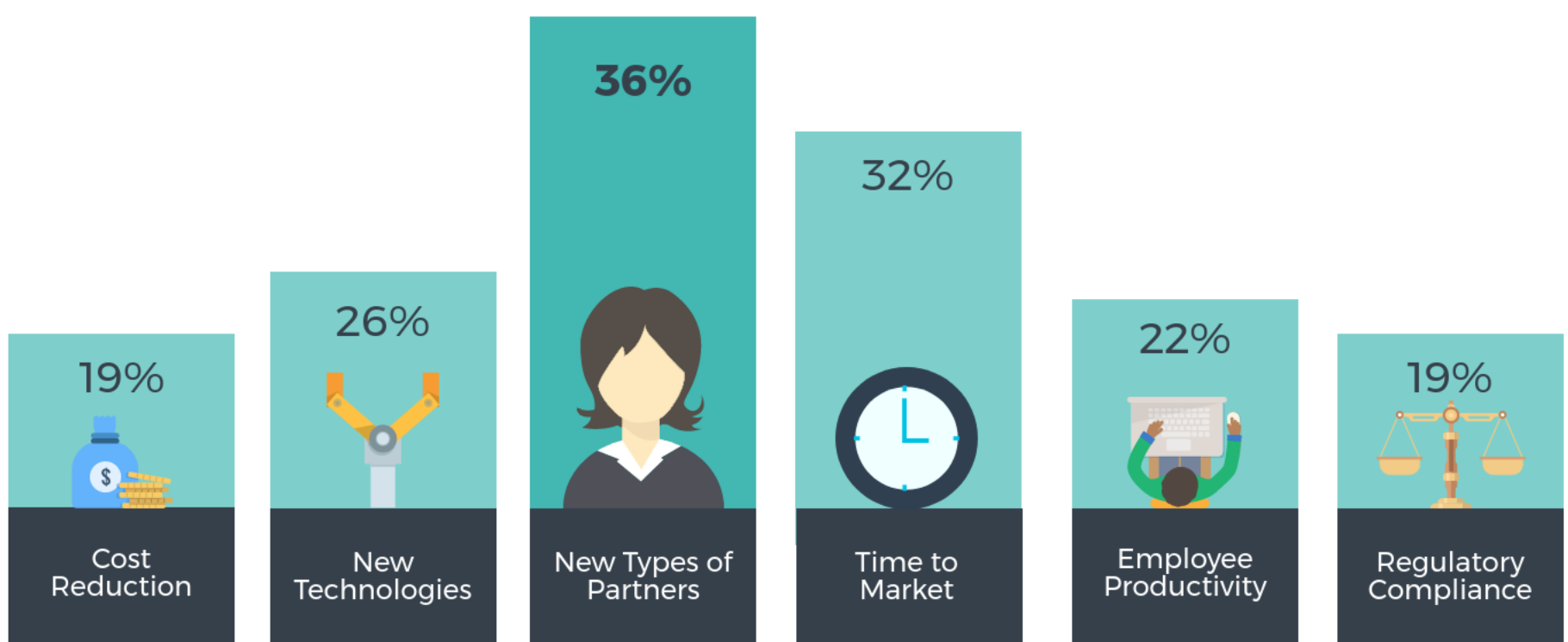


2018
PREDICTIONS

TRENDS & CHALLENGES FOR MEDICAL DEVICES

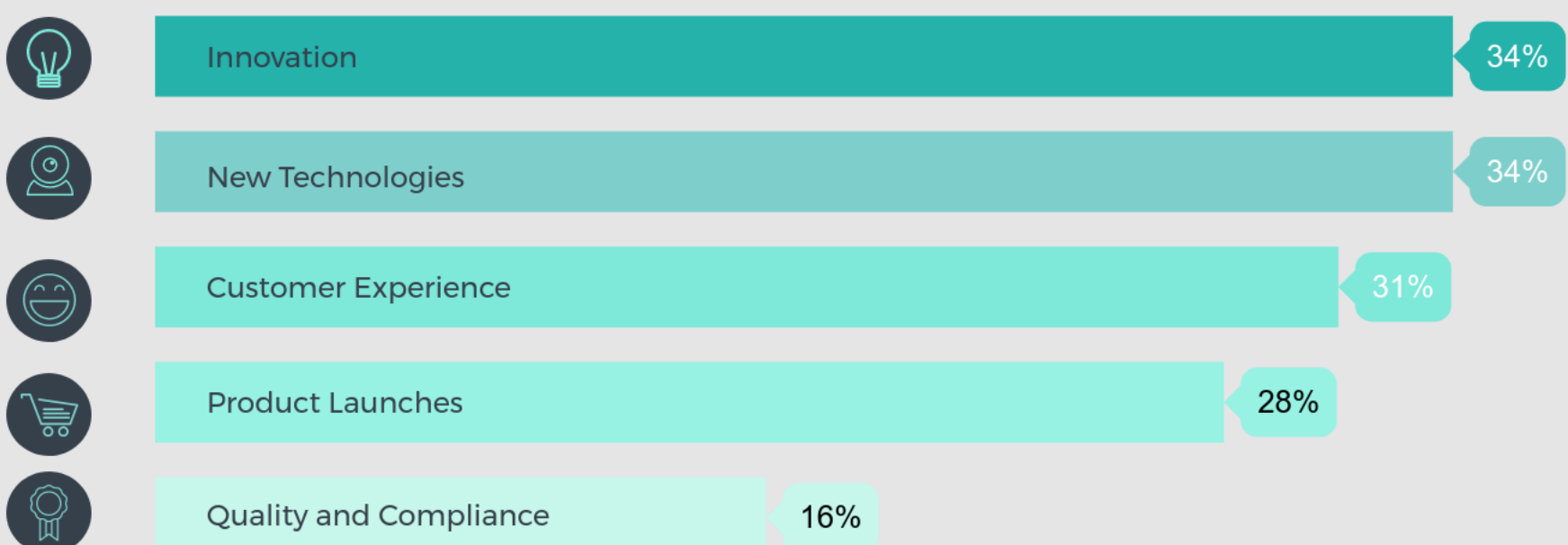
What's keeping medical device companies up at night? And what are their biggest challenges for 2018? To find out, Propel - a cloud PLM software company that helps medical companies drive innovation, quality and compliance - conducted a survey of medical device professionals at the recent DeviceTalks Boston conference. We found that new types of partners and technologies offer the biggest hurdles - and opportunities - for the medical device industry in 2018.

1. What are your top challenges for the next 18 months?



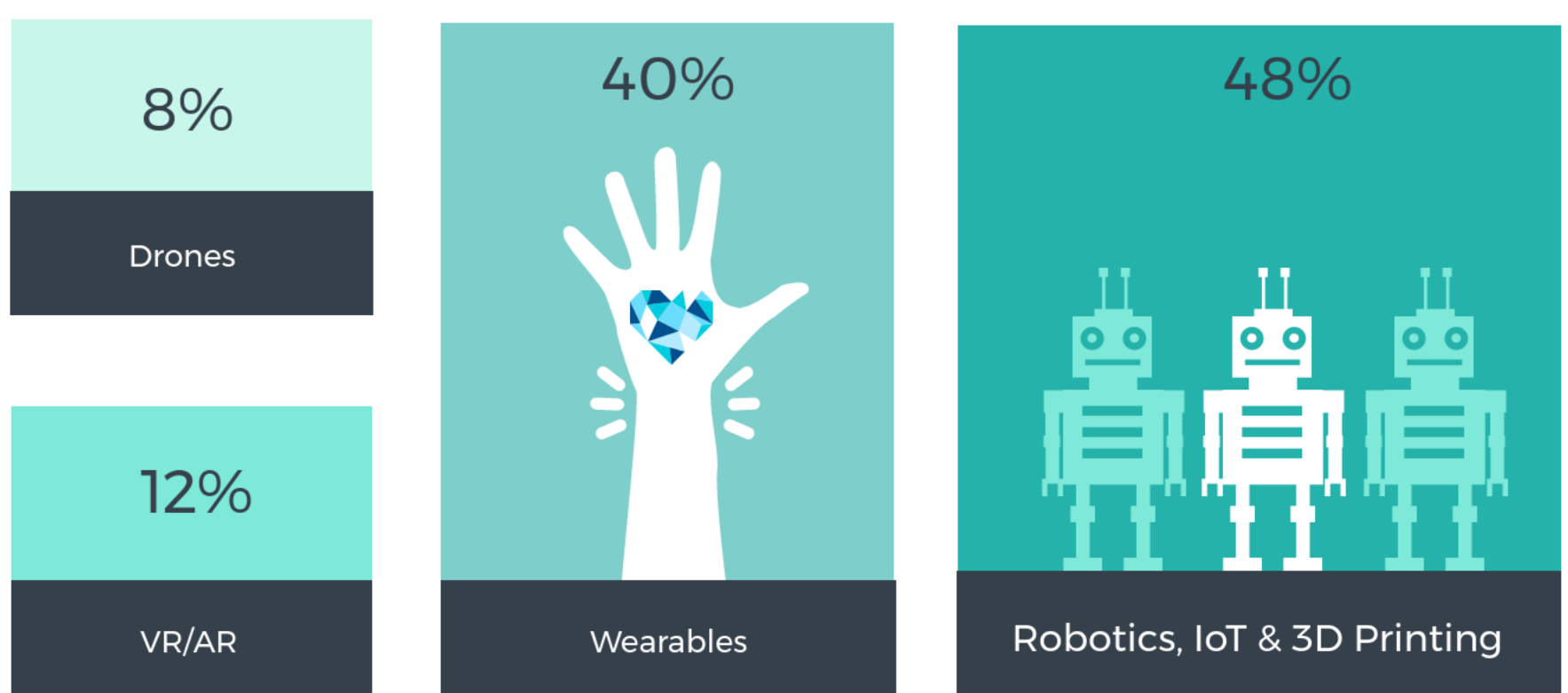
Survey respondents told Propel that time to market and regulatory compliance are critical for the medical device industry, but new types of partners was rated as the top challenge for 2018. Traditional life sciences companies now are partnering with leading tech companies like Apple, Google and IBM, that are just a few of the "new" types of companies spending billions on digital health initiatives. For medical companies to succeed in 2018, they need to easily and securely collaborate with new types of partners and seamlessly incorporate them into their product development, market launch and ongoing customer service processes.

2. Our top initiatives for 2018 are...



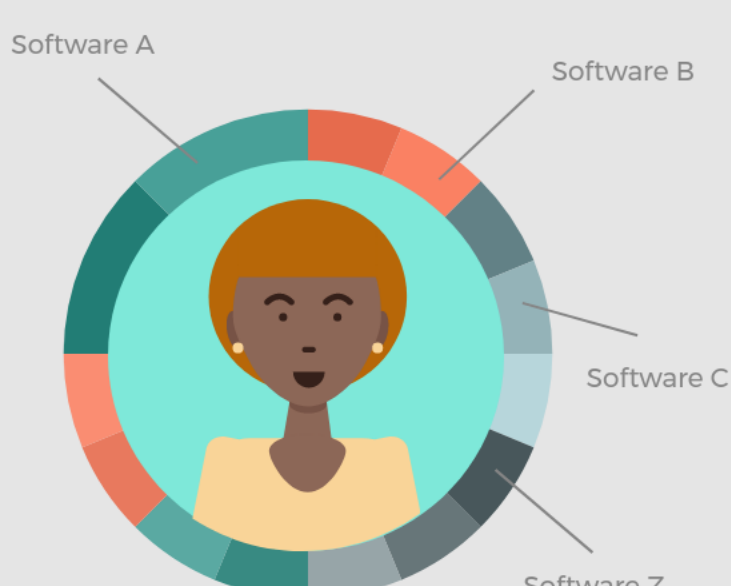
Innovation and new technologies are clearly the top initiatives for the medical device industry. But what was surprising is the focus on the customer experience. This is a trend that's consistent with other industries - focusing on the overall customer lifecycle and not just launching products. How is the buying experience? What's it like using the product? What about customer service? Thinking about how a customer uses the product throughout its lifetime is critical in 2018.

3. What new technologies are you investing in 2018?



Robotics, IoT devices and 3D printing all were ranked as the top investment area for 2018, even surpassing the hot wearables market. Propel has conducted other surveys where drones were ranked as one of the top technology investments for many other industries, but it was ranked the lowest area for medical device firms. Whatever the technology that companies are investing in, they need to ensure they consider the entire product "footprint" - hardware, software, services, packaging, certification and more.

4. What software do you use to manage product development and product quality?



There was no clear consensus among survey respondents regarding which enterprise software they use for managing product quality and designs. So with no clear market leader, how should companies figure out what software app to use? Propel recommends that companies look for software that is collaborative for new types of partners, flexible enough to manage new types of technologies, and supportive of the overall customer experience.

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Propel makes cloud PLM software that helps life sciences companies propel their digital transformation. Created by PLM, SaaS and manufacturing veterans, Propel's cloud PLM helps engineers, marketing, partners, customers, and everyone else collaborate on all the product information needed to get products from concept to customer. See how Propel helps medical device companies drive innovation at propelPLM.com.

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