

F R O S T & S U L L I V A N



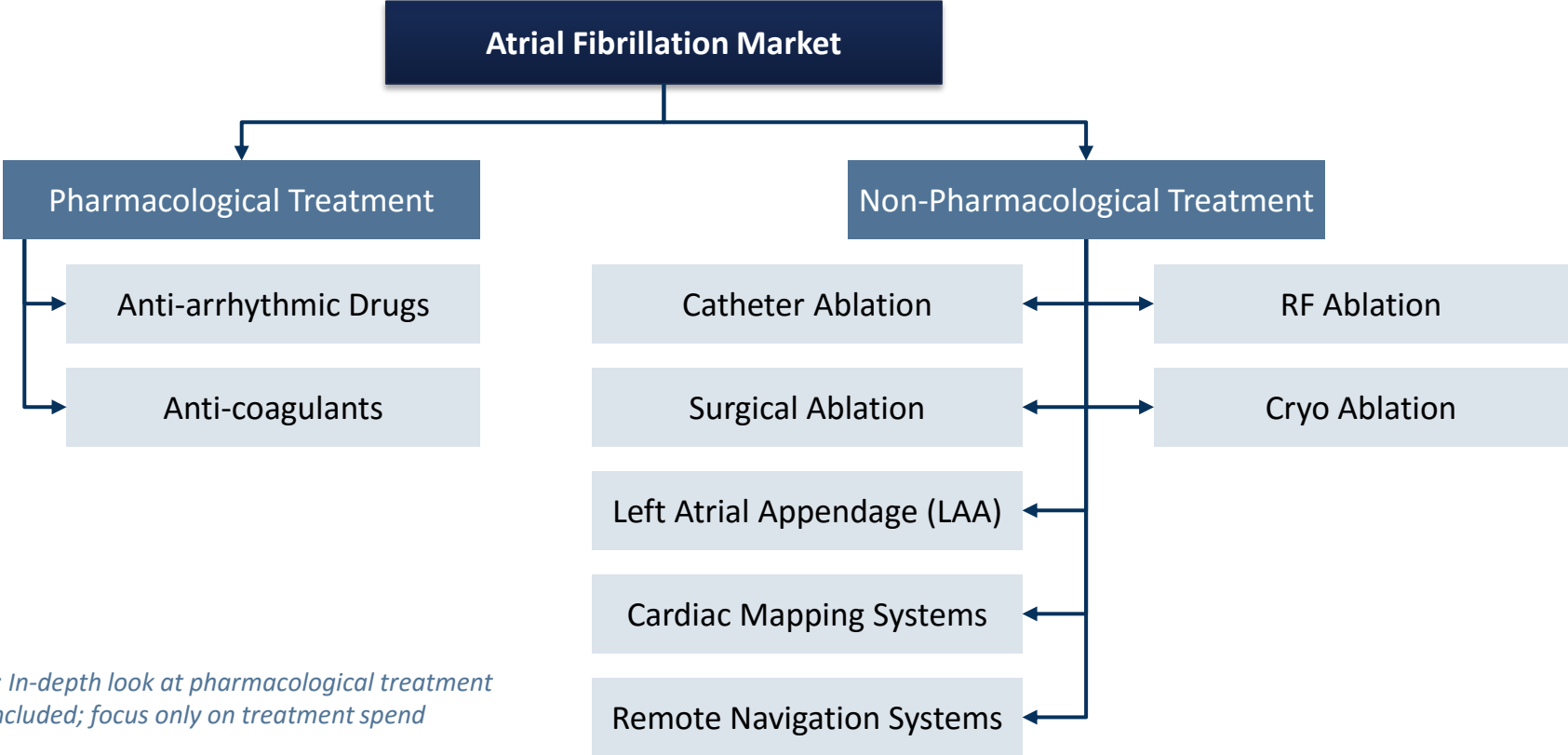
Market
Engineering

Atrial Fibrillation Programme
*Helping Companies Invent Their Future in the Evolving Atrial Fibrillation
Sector*



Introduction to Frost & Sullivan's Atrial Fibrillation Programme

Market Segmentation



Note: In-depth look at pharmacological treatment not included; focus only on treatment spend

	Equipment	Accessories
Catheter Ablation	<ul style="list-style-type: none"> Here the equipment includes RF generator, irrigation pumps, probes, cryoablation generator 	<ul style="list-style-type: none"> These include catheters, case, tips, cables
Surgical Ablation	<ul style="list-style-type: none"> This includes Generator, Switch Box, and the ablation clamp, cryoablation probe and Isolator multifunctional pen 	<ul style="list-style-type: none"> These include single-use catheters, needles, sheath, tubing



Strategic Analysis Module A

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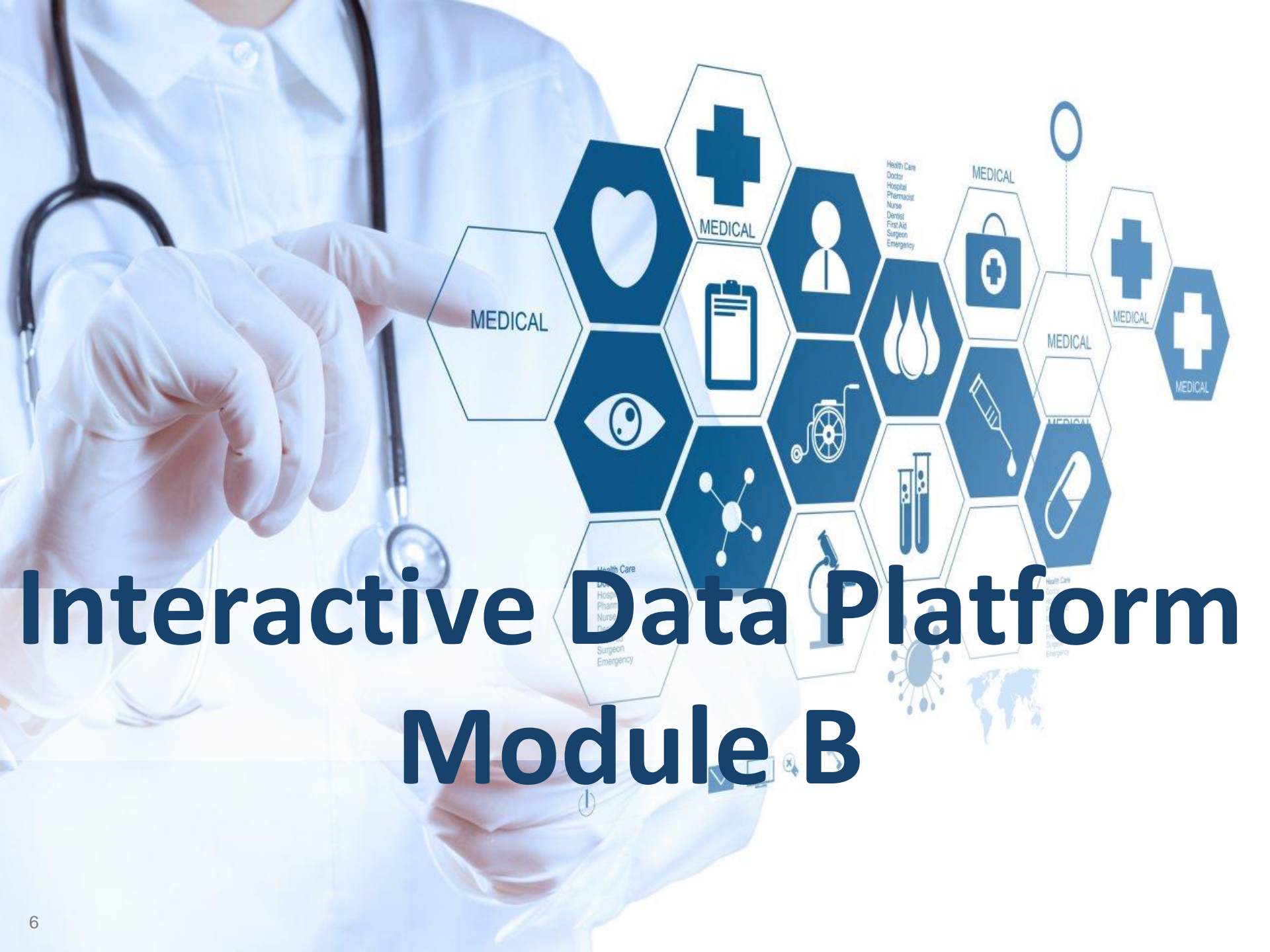
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Interactive Data Platform Module B

Interactive Data Platform

Population

- Population trends
 - Diseased
 - Diagnosed
 - Treated
 - Using Drug
 - Using Procedures

The treated population data would be provided for all key procedures

Infrastructure

- Number of electrophysiology labs
- Average number of electrophysiologists per lab
- Number of procedures conducted per day per physician
- Total number of procedures conducted per day

Revenue

- Surgical Ablation
 - Total revenue
 - Equipment revenue
 - Accessories revenue
- Catheter Ablation
 - Total revenue
 - Total equipment revenue
 - Cryo-ablation equipment revenue
 - RF-ablation equipment revenue
- Left atrial appendage revenue
- Cardiac mapping system equipment revenue
- Cardiac remote robotic magnetic system equipment revenue

Interactive Data Platform

Units

- Surgical Ablation
 - Equipment units
 - Accessories units
- Catheter Ablation
 - Total equipment units
 - Cryo-ablation equipment units
 - RF-ablation equipment units
 - Total accessories units
 - Cryo-ablation accessories units
 - RF-ablation accessories units
- Left atrial appendage units
- Cardiac mapping system equipment units
- Cardiac remote robotic magnetic system equipment units

Pricing Trends

- Surgical Ablation
 - Equipment average selling price
 - Accessories average selling price
- Catheter Ablation
 - Cryo-ablation equipment average selling price
 - RF-ablation equipment average selling price
 - Cryo-ablation accessories average selling price
 - RF-ablation accessories average selling price
- Left atrial appendage average selling price
- Cardiac mapping system equipment average selling price
- Cardiac remote robotic magnetic system equipment average selling price

Interactive Data Platform

Competitive Trends

- Surgical ablation
 - Catheter ablation
 - Left atrial appendage
 - Cardiac mapping system equipment
 - Cardiac remote robotic magnetic system equipment units
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