

YipitData MedTech Granular Source Feed

YipitData has the **exclusive distribution rights for a differentiated MedTech dataset** to power in-depth analysis of 35+ companies.

- **Source:** Hospital purchase orders data with clean, item-level granularity
- **Spend Capture:** 20-30% of US sales in recent periods
- **Coverage:** Visibility into all medtech and supply purchases made by hospitals (excluding capex & pharma).
- **History:** Starting January 2019



Speed

>50% of the data has <7 day lag mean you can track trends as they happen.



Accuracy

2.2% average error for mega cap MedTech stocks in preliminary KPI backtests.



Granularity & Breadth

Daily granularity with detailed item descriptions as well as business segment level categorization.



Service & Support

Our **team teaches clients how to implement and extract value from the data.**

Sample of Tickers Under Coverage

ABT	ALC	ANGO	ATRC	AVNS	AXGN	BAX
BDX	BSX	CAH	CNMD	CSII	EW	GMED
HOLX	IART	ICUI	ISRG	JNJ	LIVN	MCK
MDT	MMSI	NARI	NUVA	NVRO	OFIX	PEN
SILK	SNN	STE	SWAV	SYK	TFX	ZBH

Preliminary KPI Backtests

By applying some very basic assumptions and methodologies, we can quickly get accurate estimates across a number of Mega, Mid, and Small Cap MedTech companies.

We provide a number of helper functions and panelization methods to allow users to quickly and easily develop accurate KPI estimates with out-of-the-box solutions. Helpers include outlier detection, deduplication, panelization, categorization, and more.

The resulting accuracies can be considered a starting point for developing accurate company comparable KPIs.

Ticker	Market Cap (\$Bn)	Reported % Coverage	Consensus MAPE	Data MAPE
BDX	\$ 75.0	10.6%	1.3%	2.1%
BSX	\$ 76.8	15.8%	3.5%	2.8%
EW	\$ 40.8	17.4%	3.8%	1.7%
ISRG	\$ 96.9	17.4%	5.0%	1.2%
MDT	\$ 96.6	15.1%	3.1%	2.7%
SYK	\$ 105.1	11.5%	2.9%	2.7%
Mega Cap Average		14.6%	3.3%	2.2%
BAX	\$ 17.3	6.8%	3.8%	4.3%
ZBH	\$ 22.7	15.1%	3.5%	2.6%
Mid Tier Average		11.0%	3.7%	3.5%
ATRC	\$ 1.8	15.4%	4.1%	5.1%
GMED	\$ 6.6	14.4%	3.4%	3.2%
IART	\$ 3.0	13.3%	4.1%	4.1%
ICUI	\$ 2.5	12.4%		4.1%
MMSI	\$ 4.1	10.1%	3.5%	2.7%
NARI	\$ 2.9	21.3%	3.9%	4.2%
PEN	\$ 7.6	16.1%	4.2%	2.7%
SWAV	\$ 8.0	16.6%	8.0%	4.4%
TFX	\$ 9.9	12.4%	2.3%	5.8%
Small Cap Average		14.7%	4.2%	4.1%

*The averages in the table are based on estimates between 2Q21 and 3Q23.
Reported % Coverage based on flat panel of hospital networks starting in 2021 vs selected KPIs.*

Granularity - Item Level

Over 80% of records have part descriptions which are standardized across all hospitals in the dataset. This field provides a detailed description of the item being purchased, including information such as product type, version, size, length, use, etc.

Examples of Part Descriptions/Row Counts

Intuitive Surgical (387 Total Descriptions)

seal endoscopic instrument universal od5-8 mm da vinci xi	153,515
drape equipment arm l21 in x w19 in x h10.5 in da vinci xi 21 lb	141,988

Granularity - Segment Level

In addition to a detailed part description, we have a number of helpful categorization fields available. These additional fields range from high level (product_service_line = "Neurology") to more granular (product_brand_name = "Watchmen").

These fields provide the details necessary to easily track performance of specific products (i.e. using brand name to track BSX Watchmen sales) **as well a baseline for mapping records to business segments or categories** (i.e. allocating to the MedSurg v. Cardiovascular segment or the ICTx v. CRM category for BSX).

Categorization Field	Description	Unique Count	Non - Null % (Row)*	Non - Null % (Spend)*
product_name	The name of the product (Triathlon Knee Revision System, Weck Hemoclip Metal Ligation System, etc.).	4,513	31.7%	50.9%
product_group	The group of the product (Surgical gowns, Absorbable surgical sutures, PTCA balloon catheters, etc.).	293	31.7%	50.9%
product_category	The category of the product (Knees, Hips, Catheters and introducers, etc.).	85	31.7%	50.9%
product_service_line	The service line of a product (Orthopedics, Surgical Services, Neurology, etc.).	8	31.7%	50.9%
product_brand_name	The brand name of the product (Weck, Da Vinci, Triathlon, etc.).	21,255	60.0%	70.0%
product_noun	What a product would generally be called (screw, pad, etc.) Used in combination with <i>type</i> , you can get a general sense for what an item is (Screw-Bone, Pad-Sterilization).	1,116	96.2%	88.3%
product_type	What a product would generally be used for (bone, sterilization, etc.)	1,841	95.6%	89.0%

*These numbers are based on fill rates for manufacturers tagged by YipitData. Individual manufacturers may have higher or lower fill for these categorization fields.

Speed - Overview

Delivery Speed:

We receive data from each hospital network on a daily, weekly, or monthly cadence, **with about half delivering data on a daily basis**. Weekly and monthly deliveries typically do not have a settlement period and can be used immediately.

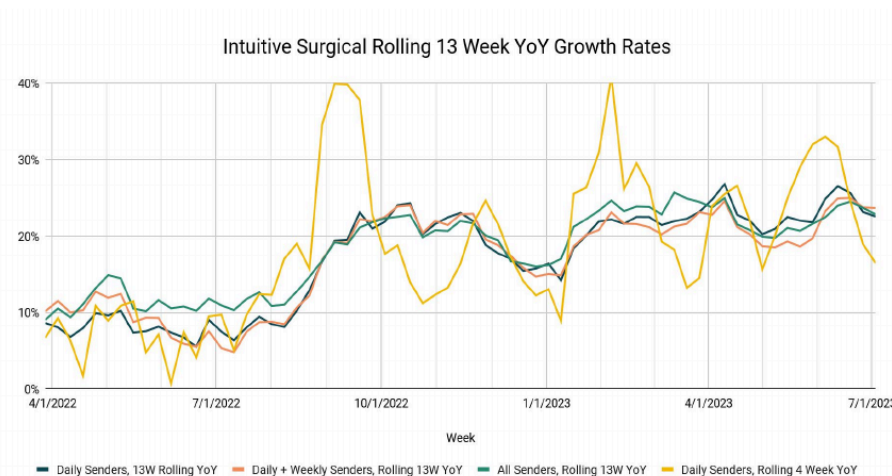
Cadence	Full Panel	YipitData Panelized
Daily	48%	48%
Daily + Weekly	63%	62%
Daily + Weekly + Monthly	100%	100%

Fill/settlement speed:

Data from hospital networks with daily delivery typically reach completion (i.e. are fully settled) between 1 and 7 days later. We provide standard panels that calculate expected settlement speeds across daily hospital networks and further categorize them into daily, weekly, or monthly cadence based on when how quickly you are able to use the data rather than how quickly the hospital network delivers the data.

- “Daily” is complete by T+4
- “Weekly” is complete by T+8
- “Monthly” is complete in the first two weeks of the month (roughly 8th-14th)

Speed - Case Study



Intuitive Surgical Inflection Tracking:

Using the daily data to track intra quarter insights would have shown 3Q22 strength in real time, **allowing you to catch the inflection in mid-August rather than weeks or months later**.

Similarly, daily data would have shown 1Q23 strength in mid-January.

The yellow line shows ISRG US I&A T4W y/y growth using daily data. All other lines show ISRG US I&A T13W y/y growth using the daily, weekly, and monthly data.

Quarter End	6/30/2022	9/30/2022	12/31/2022	3/31/2023	6/30/2023	9/30/2023
Cons Error	-2.7%	-3.8%	1.6%	-10.4%	-2.0%	-1.1%
Yipit Error	-1.0%	1.0%	1.2%	-1.9%	1.1%	-1.3%

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