

# The advanced analytics edge in modern MedTech

Data and analytics are transforming MedTech by optimizing commercial operations and demand forecasting while enabling smarter regulatory compliance.

## Demand Forecasting



### Data Challenge

Medtech companies could lose **38%** of a year's earnings due to supply and demand disruptions over a 10-year period.<sup>1</sup>



### Industry Trend

**68%** companies aim to integrate diverse data sources for accurate forecasting.<sup>2</sup>



### Sigmoid's Approach

AI/ML-powered forecasting models that utilize both near real-time and historical data for decision making.

**Impact:** Improved demand planning, optimized inventory management, and reduction in stockouts and overstocking.

## Data Governance



### Data Challenge

**45%** of MedTech professionals believe their organization is "barely keeping pace" with medical device regulations.<sup>3</sup>



### Industry Trend

**80%** healthcare organizations are unable to trust their data quality.<sup>4</sup>



### Sigmoid's Approach

Comprehensive data governance framework ensuring data quality, security, and regulatory compliance.

**Impact:** Streamlined operations with reliable data across the organization for better decision - making and compliance.

## Customer 360



### Data Challenge

With **73%** of healthcare organizations prioritizing customer trust and satisfaction, a unified view of the customer is more crucial than ever.<sup>5</sup>



### Industry Trend

**78%** patients leave their healthcare providers due to difficulty in navigating the care journey.<sup>6</sup>



### Sigmoid's Approach

Data integration and unification platforms to consolidate customer data from various touchpoints.

**Impact:** A holistic view of customer needs, driving better personalization and engagement.

### Reference sources:

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4. <https://www.salesforce.com/news/stories/salesforce-himss-2023/>
5. <https://www.greenlight.guru/state-of-medical-device>
6. <https://venturebeat.com/data-infrastructure/salesforce-breaks-data-barriers-for-healthcare-with-new-customer-360-innovations/>

### About Sigmoid

Sigmoid combines data engineering and AI consulting to help enterprises gain competitive advantage through effective data-driven decision making. We enable business transformation using data and analytics, leveraging real-time decisions through insights, and building modern data architectures using cloud and open source. Some of the world's largest data producers engage with Sigmoid to solve complex business problems. Sigmoid brings deep expertise in data engineering, MLOps, and deep learning

### Let's Get Started!

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