

Torax Medical a Johnson & Johnson Medical company

Torax Medical had developed a surgical implant to solve Gastroesophageal reflux disease, or **GERD**, for patients. This implant was done by specialist GERD surgeons on day surgery basis which was a drastic improvement over previous treatments. The implant was a titanium disk and thread-based device that acted as a “mechanical muscle” mimicking the normal movement of the esophagus muscle. By mid-2017 the company had performed over 5000 surgeries, most done in the US, but also some in Europe. The company engaged Mark-Tech International to do an in-depth study of how to introduce a new medical device in 4 key European markets(Sweden, Denmark, Belgium, and the Netherlands); how to get the device reimbursed by the health authorities in the 4 countries; identify KOLA's to help promote the device and type of surgery; identify and develop a list of key hospitals, clinics, and surgeons to introduce to device to.

Mark-Tech's staff spent 4 months on this study researching as well as going in-country to meet with key surgeons and KOLA's as part of the effort. The result was a 25 page market study report covering all findings and recommendations on action items for Torax Medical.