Medical
Device
Manufacturer

A global leader in the development of robotic technology for accurate control of catheter movement adopted Glassbeam's product analytics software-as-a-service (SaaS) to gain critical insights into their install base.

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Overview

Industry

• Medical Devices and Equipment

Challenges

• Extracting product and feature usage from disparate sources

• Analyzing varied machines logs (unstructured) and structured (CRM) data

Solution

• Glassbeam SaaS solution to view product operational and usage information

• Reporting that identifies key button presses, configuration, shelf-stock lifecycles

Impact

• Identifies customer use problems

• Increase in effectiveness for up selling or cross-selling

• Predictive modeling, pattern detection

The Challenge

The medical device manufacturer's robotic catheter systems are used by hospitals and surgeons to perform intricate heart surgeries on patients with vascular disease or irregular heartbeats. Each procedure is recorded into a log file that contains other key information such as procedure type, duration of surgery, catheter number, button presses, error and other information.

When procedure information is able to be combined with CRM information, the resulting information set is extremely useful in gaining insight into product and feature usage from disparate data sources and user bases such as doctors and hospitals across various geographic regions.

However, assimilating and aggregating information from these user bases and disparate data sources, i.e., different machines, in different hospitals in different regions in different regions that contain a combination of unstructured (log) and structured (CRM) datasets, can prove to be a big challenge for medical device manufacturers.

The Solution

For medical device manufacturers to deliver optimal equipment performance, they need accurate, at-your-fingertips information about the number of procedures being performed with their equipment and which doctors are using the equipment, under what system settings, and what, if any challenges are being faced during the course of the operation (by looking at error logs).

This manufacturer decided to adopt Glassbeam's Product Analytic Software as software-as-a-service (SaaS) solution in order to be able to view critical product operational and usage information on deployed products.

Insights provided by Glassbeam's SaaS include:

• Valuable statistics such as product usage, configuration information, shelf-stock lifecycles information via product serial number, and upcoming expiration dates.

• Number and length of procedures conducted by hospitals and by doctors over period of time – days, weeks, quarters, etc.

• Usage reports that identify key button presses and the duration of presses by different doctors, hospitals and surgery centers in varying geographic regions.

• Measurement of find details on all of the working parts on robotic catheter systems in use.

• Usage reports that identify the product components that are used most and least often.

• Fault metrics by type of fault across the installed base.

• Occurrence of error messages across all systems in the installed base.

The Impact

Tracking catheter expiration dates is very important as the devices have a useful lifecycle of just one year after being opened. Yet, when these types of products are purchased in bulk, it isn't always obvious as to when they first opened.

By having the means to readily track this information, medical institutions can be assured that they are utilizing the newest catheters on patients during surgical procedures. Glassbeam offers the means to continuously keep track of when deployed products are facing expiration dates.

Glassbeam's product analytics SaaS solution have also provided this manufacturer with the ability to quickly understand which of its robotic machine features physicians are using the most, least, and not at all in their procedures. This information aids in building better products that meet customer's requirements and toward achieving greater customer satisfaction.

This manufacturer's account managers have garnered insight into the best times to contact customers regarding product upgrades as well as upsell and cross sell opportunities. Glassbeam's solutions provide readily viewable product-usage information, and help to identify those customers with products that are approaching product expiration dates. This is a far more effective approach than trying to predict usage requirements via email, phone calls or customer focus groups.

With Glassbeam, companies no longer need to spend half a day to multiple days parsing through huge amounts of machine-generated data to try and pinpoint information. Instead, they can get their desired information in just a few short minutes via automated queries.

The Glassbeam Difference

This medical device manufacturer adopted several modules within Glassbeam's product analytics SaaS suite. The Glassbeam Platform is a data warehouse application that is able to pull terabytes of log data from machines deployed at customer sites worldwide. The Glassbeam Platform features a revolutionary data warehousing system with a breakthrough technology language called SPL (Semiotic Parsing Language) which is used to describe and create meaning and relationships between elements in operational data.

Glassbeam Business Intelligence (BI) Workbench is the user interface (UI) and query tool that enables the parsing and mining of countless parameters and combinations of data and presents the information via reports and dashboards.

Glassbeam BI Workbench also provides predictive model capabilities that show patterns that can lead to part failures. Glassbeam Dashboard displays pre-configured business queries in the form of graphs and charts to facilitate quick information discovery.

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