

Bioengineered Wound Care

Evolving Technology, Emerging Opportunities



Greystone Associates is pleased to announce the publication of a new market study. **Bioengineered Wound Care: Evolving Technology, Emerging Opportunities** is a comprehensive evaluation and analysis of the technology, products and participants providing the driving force behind this evolving segment of the healthcare sector.

The study is designed to provide drug company decision makers, drug delivery developers, device designers, healthcare marketers, and supply chain participants with a detailed understanding of the economics, technologies, treatment segments, and commercial opportunities for bioengineered wound care. Provider organization business managers, healthcare administrators and investors will also benefit from this study.

New Tools and Treatments for Wound Management

The introduction of new technologies and products for the treatment of acute and chronic wounds is providing caregivers with a set of powerful options that will have a profound effect on the field of wound management. These new treatment tools, which mimic the body's natural physiology and/or regenerative pathways, include tissue-engineered skin substitutes, regeneration matrices, and biologically active cellular therapies. First emerging as a viable treatment for refractory wounds in 1999, a number of products are currently available for certain indications, while others are in pre-clinical or clinical development.

These bioengineered products are competing in a worldwide market worth billions, and in which improvements in quality-of-life and treatment outcomes continue to be top healthcare industry initiatives. While pricing for these new-generation products represents a significant premium relative to existing wound care products, recent studies indicate their ability to promote healing in otherwise refractory wounds places them on a competitive plane in terms of total cost of treatment. As further data on patient outcomes becomes available, we expect the number of indications as well as third party payer acceptance of next-generation wound care products to increase, driving growth and market penetration by the early part of the next decade.

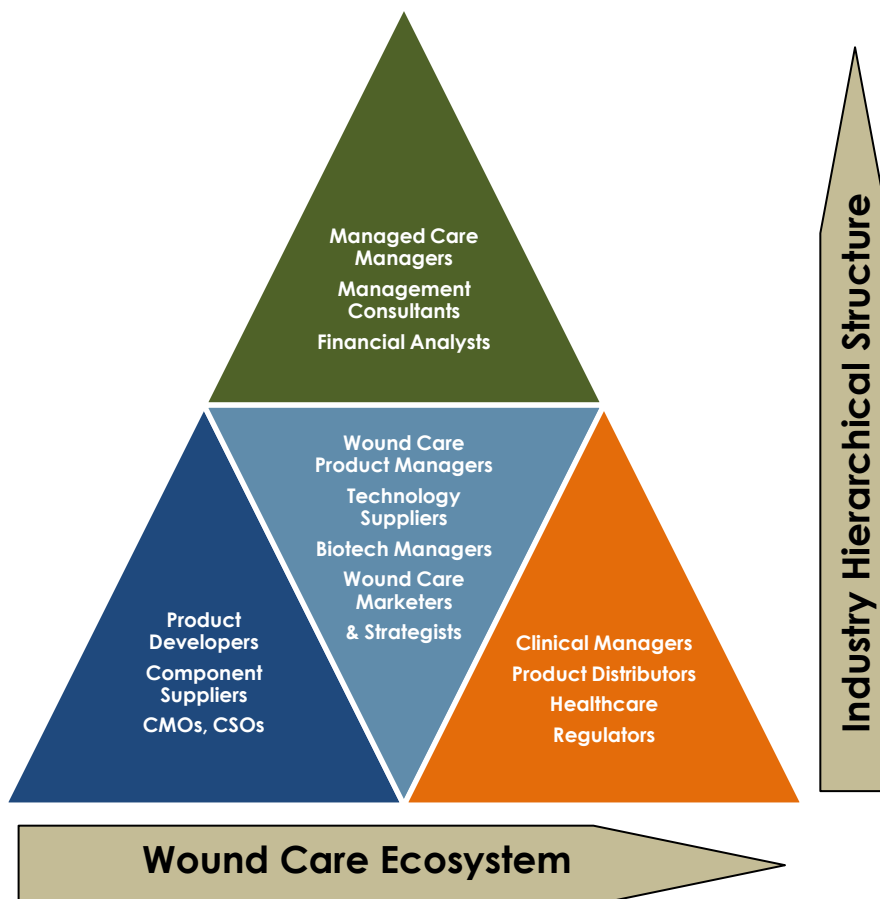


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- Analyzes and evaluates the new generation of tissue-engineered and biologically active technologies and products for treating acute and chronic wounds
- Assesses business risk factors and market issues
- Provides detailed analysis of twenty-two bioengineered wound care products
- Forecasts technology and product developments, and projects probable market impact through 2012
- Profiles bioengineered wound care companies, their product development activity, and strategies
- Evaluates the impact of economic, technology, and regulatory factors

Report Format and Availability

This report is available electronic format. A site license for a single physical location and an Enterprise license are also available.

Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, distributors, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and materials standards organizations.

Primary data is evaluated and normalized against secondary sources including trade journal articles, technical literature, industry publications, company data sheets and published information, and statistical data from government agencies and trade associations.

Forecasts and projections of market demand and future market activity are derived using standard modeling and statistical techniques.

About Greystone Associates

Greystone Associates is a medical technology consulting firm focused on the areas of medical market strategy, product commercialization, venture development, and market research. We assist medical and healthcare market participants in achieving their business objectives through the creation of detailed development strategies, product commercialization programs, and comprehensive market and technology research and analysis.

Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge to refine and execute their marketing plans and financial targets.

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