



Portfolio Medical Technology

The medical device industry is a highly innovative sector characterized by very strong competition. Only those companies whose offerings perfectly match the requirements of their different users are able to stand out from the competition and secure sustained client acceptance.

We are convinced that only those manufacturers which precisely identify their clients' specific needs and incorporate them into the development process, will be able to create medical products with key customer benefits.

Critical is also the ability to provide sound evidence of the benefits of a product. Such objectively established evidence is a powerful marketing and sales argument.

SWAN – Scientific Workflow Analysis GmbH supports your company during the implementation of such requirements within the complete product life cycle. We offer you integral consultancy services specially adapted to your clinical application context. Always on focus: the user – your client.

Strong international competition

Secret of success: user-centered product development

Convincing marketing and sales

Specialized consultancy within the product life cycle



Our services for you in the areas of product development, product certification as well marketing and sales support:

- **Requirements Analysis**
- **Product Specification Analysis**
- **Workflow Analysis (Process Analysis)**
- **Field Observations**
- **Monitoring of Clinical Studies**
- **Risk and Quality Management**
- **Intraoperative Benchmark Studies**
- **Preparation of Product White Papers**

Your benefit:

- **User-centered development**
- **Avoid failed products**
- **Faster market entry**
- **Increased product acceptance**
- **Increased customer satisfaction and retention**
- **Persuasive marketing and sales arguments**
- **Explicitly stand out from the competition**

Service portfolio:

Requirements Analysis
Workflow Analysis
Field Observation
Clinical Studies
Product Benchmarking
White Papers



SWAN - Scientific Workflow
Analysis GmbH

Prager Straße 60
04317 Leipzig
Germany

Phone: +49 341 355 26 148
Fax: +49 341 355 26 149
info@scientific-analysis.com

www.scientific-analysis.com

