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Request for Proposal: Market Analysis for Plum Surgical Dx

Company Overview

Company Name	Plum Surgical Dx
CEO	Chip Skylark
CTO (PI)	Timmy Turner
Company website	plumSDx.com
Technology Summary	Plum Surgical Dx offers a point of care application and testing product suite to detect surgical site infection following surgery. The products allow at home monitoring of surgical site health, which addresses infections early upon onset and improves patient outcomes.
Major market(s)	Post-Op surgical patients
Technology stage	Product or Service Commercialization
Primary regulatory path	510(k), Pivotal Clinical Trials Enrolling

Context of Service Request:

Plum Surgical Dx has developed a point of care (PoC) solution - PostOp Dx™ – which patients can use at home to monitor their surgical sites for the presence of potential infection (surgical site infection - SSI). PostOp Dx™ minimizes post-surgical, in-person visits and increases patient and provider awareness of late-evolving infections which may emerge more than 3 days post-surgery. SSIs are a common and preventable adverse surgical outcome that accounts for substantial morbidity and mortality, impacting the well-being and healing time for at least 5% of post-op patients.

PostOP Dx™ is a monitoring system used daily (by the patient or their caregiver), which includes a photographic analysis of the surgical site evaluated using a proprietary algorithm to measure the degree of redness surrounding the incision site, assessment of local temperature (at the surgical site) and systemic (core) body temperature. These metrics are correlated with a reported subjective pain measurement questionnaire (incorporating amount and frequency of pain medication used) to predict emergence of SSI. The information is relayed to surgical care teams through the PostOp Dx™ HIPPA compliant and secure mobile application. Data is communicated directly to the surgeon, the patients primary care physician, and to Plum Surgical Dx. If a suspected infection is identified, Plum Surgical Dx alerts both the surgical and primary care providers to ensure the patient is contacted and an in-person visit is scheduled within 24 hours.

Plum Surgical Dx is preparing for the commercial launch of PostOp Dx™ and is in need of a market analysis to identify potential customers, competitors in the space, guidance related to product pricing and positioning, and development of a set of tools to communicate the value proposition for adoption of the product in post-surgical care.

Deliverables and Reporting Requirements:

Plum Surgical Dx is requesting a competitor analysis and market research in post-op and infection monitoring to guide product positioning. The selected vendor will research and develop product differentiation messaging, identify current and potential competitors, and obtain KOL feedback for use in the commercial launch. The vendor will identify the types of surgeons and surgeries where the device is most likely to be used and estimate the size of the market in the United States and globally, in both annual volume and likely dollar value.

The selected vendor will provide written updates to Plum Surgical Dx monthly (by the 15th of the month) throughout the duration of the engagement. These updates will provide a description of work performed in the prior month; to include challenges encountered and solutions, milestones achieved, and budget status. The expected outcome of this engagement is a market research report including interviews with 10 - 25 surgeons and other post-op care givers for inpatient and outpatient surgery, that identifies a clear value proposition, identifies of KOLs, and proposes engagement tools for early and mid-stage adopters of PostOp DX™.

Existing Information Available for Engaged Vendor:

Plum Surgical Dx has identified the most common job titles in surgical centers for which PostOp DX™ might be of interest. We have also conducted preliminary research into the cost of nosocomial infections and rehospitalization rates after highly-infection-prone surgeries. Facilities offering these surgeries are likely to be among the earliest adopters of PostOp DX™.

Vendor Qualifications:

In their proposals, vendors should describe their prior experience with diagnostics and post-op monitoring, market analysis within the diagnostic space, and KOL interviews with surgeons and inpatient/outpatient post-op caregivers. They should also provide professional biographies of the key individuals leading the project, project milestones/deliverables, a timeline for each, and a project budget.