

Spine Surgical Robots: Market Shares, Strategies, and Forecasts, Worldwide, 2016-2022

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Abstracts

This is the 659th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priority in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies.

They are supported by a team, each person with specific research tasks and proprietary automated process database analytics. Forecasts are based on primary research and proprietary data bases. The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate. Forecasts reflect analysis of the market trends in the segment and related segments.

Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations

with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share. Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment.

We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards. Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature. Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users.

Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective. The base year for analysis and projection is 2011. With 2011 and several years prior to that as a baseline, market projections were developed for 2012 through 2018. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective. The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost. WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models. The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data

centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world.

This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

Contents

SPINE SURGICAL ROBOT EXECUTIVE SUMMARY

Spine Surgical Robot Mapping
Spine Surgery Robotics Market Driving Forces
Spine Surgery Robot Market Shares
Surgical Robot for Spine Market Forecasts

1. SPINAL SURGERY ROBOTS MARKET DESCRIPTION AND MARKET DYNAMICS

1.1 Key Elements Of Spinal Robot System
1.2 Industry Overview - Spine
1.2.1 Robot Assisted Surgery
1.2.2 Spine Robotic Surgical Market Strategy
1.2.3 Focus on Key Institutions
1.2.4 Focus on Leading Surgeons to Drive Rapid and Broad Adoption
1.2.5 Maintain Market Leadership
1.3 Spine Surgery

2. SPINE SURGICAL ROBOT MARKET SHARES AND FORECASTS

2.1 Spine Surgical Robot Mapping
2.1.1 Spine Surgery Robotics Market Driving Forces
2.2 Spine Surgery Robot Market Shares
2.2.1 Mazor
2.2.2 Surgical Robots for the Spine: Mazor Robotics
2.2.3 Mazor Renaissance System
2.2.4 Mazor Robotics Guidance System Maximizes Precision And Safety
2.3 Surgical Robot for Spine Market Forecasts
2.3.1 Surgical Robot Systems vs. Disposable Instruments Forecasts
2.3.2 Shenzhen Advanced Institute Spinal Surgical Robot
2.3.3 U.S. Minimally Invasive Spinal Implant Market To Outpace Growth In Traditional Spine Market
2.4 Medical Robotic Surgery Challenges
2.5 Key Players In The Global Medical Robots
2.5.1 Key Players In The Global Spinal Implant Market
2.5.2 Medtronic
2.5.3 NuVasive

- 2.5.4 SI-BONE
- 2.5.5 Minimally Invasive Surgical Instruments
- 2.5.6 Spinal Restorative Therapy Target Markets
- 2.6 Spine Surgery Robot Prices
- 2.7 Spine Surgery Robot Regional Market Segments
 - 2.7.1 US
 - 2.7.2 U.S.-Europe Product Introduction Swap
 - 2.7.3 Asia-Pacific
 - 2.7.4 China
 - 2.7.5 Underdeveloped Regions
 - 2.7.6 Brazil
 - 2.7.7 Spinal Patients in Taiwan Receive Fast Care with Unique Reimbursement Structure; Market Led by DePuy Synthes, Medtronic

3. SURGICAL ROBOTS PRODUCT DESCRIPTION

- 3.1 Mazor Robotics
 - 3.1.1 Mazor Renaissance In the Operating Room
 - 3.1.2 Mazor Robotics Ease of Use and Reduced Length of Stay
 - 3.1.3 Mazor Products: Components of the Renaissance System
 - 3.1.4 Mazor Mounting Platforms, Disposables, and Accessories
 - 3.1.5 Surgical Workflow Using Mazor Renaissance
 - 3.1.6 Mazor Three-Dimensional (3D) Synchronization
 - 3.1.7 Mazor Spine Surgical Execution
 - 3.1.8 Mazor Spine Robot Surgery Applications:
 - 3.1.9 Mazor Spine Robot Surgery Applications: Spinal Fusion
 - 3.1.10 Mazor Spine Robot Surgery Applications: Scoliosis Surgery
 - 3.1.11 Mazor Renaissance System For Robotic Guidance
 - 3.1.12 Mazor Renaissance Spine Procedures
 - 3.1.13 Mazor Robotics Spine Procedures
 - 3.1.14 Mazor Robotics Clinical Study
 - 3.1.15 Mazor Robotics Reduced Exposure to Radiation
- 3.2 Medtronic
 - 3.2.1 Medtronic Spinal Fusion
 - 3.2.2 Medtronic Cervical Artificial Disc Products
 - 3.2.3 Medtronic Biologics Products
 - 3.2.4 Medtronic Minimally Invasive Spinal Surgery
 - 3.2.5 Medtronic Posterior OCT Reconstruction
- 3.3 Stryker Spine Surgery

- 3.3.1 Stryker Spine Navigation Software
- 3.3.2 Stryker's VertaPlex HV First PMMA to Receive Clearance for Treating Sacral Insufficiency Fractures
- 3.4 Exactech
- 3.5 Zimmer / Biomet Spine
- 3.6 Medacta
- 3.7 DJO
- 3.8 Johnson & Johnson / DePuy
 - 3.8.1 Johnson & Johnson / Ethicon
- 3.9 NuVasive
 - 3.9.1 Nuvasive Spinal Surgical Solutions

4. MEDICAL ROBOT TECHNOLOGY AND DISEASE STATISTICS

- 4.1.1 Healthcare Robotics Enabling Technology
- 4.1.2 Robotic-Assisted Minimally Invasive Surgery Market Driving Forces
- 4.2 Mazor Renaissance Surgical Spine Robot FDA Marketing Clearance 510(k)146
- 4.3 Robotic Surgical Clinical Applications
- 4.4 Mesenchymal Stem Cells (MSC) Role In Regenerative Medicine
- 4.5 Types of Spine Surgeries
- 4.6 Minimally Invasive Spine Fusion:
 - 4.6.1 Scoliosis Correction Surgery:
 - 4.6.2 Vertebroplasty:
 - 4.6.3 Spine Biopsies:
- 4.7 Spine Surgery Device Market
- 4.8 Mazor Renaissance Guidance System Technology
- 4.9 Government Regulation
 - 4.9.1 California Regulation
 - 4.9.2 International Regulation
 - 4.9.3 Third Party Reimbursement

5. SPINAL SURGICAL ROBOTS COMPANY DESCRIPTION

- 5.1 Accel Spine
- 5.2 Alliance Spine
 - 5.2.1 Alliance Spine has Surgical Advisory Boards
 - 5.2.2 Alliance Spine Bone Marrow Concentrate System
- 5.3 Alphatec
 - 5.3.1 Alphatec Spine

- 5.4 Apollo Spine
- 5.5 Ascendx Spine
- 5.6 Back 2 Basics Spine
- 5.7 Boston Scientific
 - 5.7.1 Boston Scientific Precision™ Plus Spinal Cord Stimulator System
 - 5.7.2 Boston Scientific Pain Medicine
- 5.8 Brainlab AG
 - 5.8.1 Brainlab AG Revenue
 - 5.8.2 Brainlab
- 5.9 Captiva Spine
- 5.10 Centinel Spine
- 5.11 Elekta
 - 5.11.1 Elekta Gamma Radio Surgery System
 - 5.11.2 Elekta - Interim Report May – October 2015/16
 - 5.11.3 Elekta Transformation Program On Track
- 5.12 Globus Medical
 - 5.10.1 Globus Purchased Excelsius Surgical
- 5.13 K2M
- 5.14 Life Spine
- 5.15 Mazor Robotics
 - 5.15.1 Mazor Robotics Creates Robotic Guidance Systems
 - 5.15.2 Mazor Robotics Strategy
 - 5.15.3 Research Agreement with Cleveland Clinic Foundation (CCF)
 - 5.15.4 Mazor Surgical Workflow Using Renaissance for Spine Procedures
 - 5.15.5 Mazor Robotic Pre-Operative Planning
- 5.16 Medacta
 - 5.16.1 Medacta Business
- 5.17 Medtronic
 - 5.17.1 Medtronic Revenue
 - 5.17.2 Medtronic Operating Segments
 - 5.17.3 Medtronic Sacroiliac Joint Fusion Device Spinal Implant Market
 - 5.17.4 Medtronic Spine
 - 5.17.5 Medtronic in the U.S. Spinal Implant Market
 - 5.17.6 Medtronic Acquisition of Covidian
 - 5.17.7 Medtronic Acquisition of RF Surgical Systems
 - 5.17.8 Medtronic Acquisition of Medina Medical
 - 5.17.9 Medtronic Pelvic Mesh Litigation
 - 5.17.10 Medtronic Restorative Therapies Group
- 5.18 MicroPort Scientific Corporation

- 5.18.1 MicroPort Orthopedic Devices
- 5.18.2 MicroPort Acquires OrthoRecon Business from Wright Medical Technologies
- 5.18.3 Microport Hip Systems
- 5.19 NLT Spine
- 5.20 NuVasive
 - 5.20.1 NuVasive Full-Year 2015 Revenue
- 5.21 Precision Spine
- 5.22 Shenzhen Advanced Institute Spinal Surgical Robot
- 5.23 Si-Bone
 - 5.23.1 SI-BONE iFuse Implant System
- 5.24 SIGNUS Medical
- 5.25 Spinal Elements
- 5.26 Spineart
- 5.27 SpineGuard
- 5.28 Spine Frontier
- 5.29 Spineology
- 5.30 Spine Smith Partners
- 5.31 Spine Surgical Innovations
 - 5.31.1 Spine Surgical Innovations MIMS Approach, Minimum Incision, Maximum Sight
- 5.32 Spine View
- 5.33 Spine Wave
- 5.34 St. Jude Medical
- 5.35 Stryker
 - 5.35.1 Stryker / MAKO Surgical
 - 5.35.2 Stryker Revenue
 - 5.35.3 Stryker Results Of Operations
 - 5.35.4 Stryker Segment Orthopaedics
 - 5.35.5 Stryker Business Segment Operations
 - 5.35.6 Stryker Revenue
 - 5.35.7 Stryker Hip Recall: \$1.4 Billion Settlement
 - 5.35.8 Stryker Regional Revenue Segment
 - 5.35.9 Stryker Robots
 - 5.35.10 Stryker / MAKO Surgical
 - 5.35.11 Stryker / Mako
 - 5.35.12 MAKO Surgical RIO Robotic Arm
 - 5.35.13 Stryker Endoscopy
 - 5.35.14 Mako Surgical Business
 - 5.35.15 Mako Products
 - 5.35.16 Mako Surgical Strategy

- 5.35.17 Mako Surgical Revenue
- 5.35.18 Mako Surgical Business
- 5.35.19 Mako Products
- 5.35.20 Mako Surgical Strategy
- 5.35.21 Mako Surgical Revenue
- 5.36 Wenzel Spine
- 5.37 Wright Medical Technology
 - 5.37.1 Wright Revenue
 - 5.37.2 Wright Medical Group NV Revenue
 - 5.37.3 Wright Medical Group N.V. Revenue for 2015 Third Quarter
 - 5.37.4 Wright / Tornier
- 5.38 X-spine
- 5.39 Zyga Technology
- 5.40 Zimmer Biomet
 - 5.40.1 Zimmer Biomet Sales by Product Category
 - 5.40.2 Zimmer Biomet
 - 5.40.3 Zimmer Metal-on-Metal Hip Recall
- 5.41 Spine Surgical Companies
 - 5.41.1 Spine Surgical Imaging

List Of Tables

LIST OF TABLES AND FIGURES

Table ES-1 Robot-Guided Spine Surgery Benefits
Table ES-2 Spine Surgery Robot-Guidance Features
Table ES-3 Robot-Guide For Spine Surgery Components
Table ES-4 Robot Spine Surgery Market Driving Forces
Figure ES-5 Spine Surgical Robot Market Shares, Shipments, Dollars, Worldwide 2015
Figure ES-6 Spinal Surgical Robots Market Forecasts, Dollars, Worldwide, 2016-2022
Table 1-1 Key Elements Of A Spinal Robot System
Table 1-2 Spine Disorder Market Driving Forces
Table 1-3 Spine Surgical Robot Focus on Key Procedures
Table 1-4 Spinal Surgery Scientific Advances
Table 1-5 Robot-Guided Spinal Surgery Advantages:
Table 2-1 Robot-Guided Spine Surgery Benefits
Table 2-2 Spine Surgery Robot-Guidance Features
Table 2-3 Robot-Guide For Spine Surgery Components
Table 2-4 Robot Spine Surgery Market Driving Forces
Figure 2-5 Spine Surgical Robot Market Shares, Shipments, Dollars, Worldwide 2015
Table 2-6 Spine Surgical Robot Market Shares, Dollars, Worldwide, 2015
Table 2-7 Principal Competitive Factors in the Robotic Spine Surgery Market
Table 2-8 Mazor Revenue, 2010-2015
Figure 2-9 Mazor Leading Spine Surgery Innovation
Figure 2-10 Spinal Surgical Robots Market Forecasts, Dollars, Worldwide, 2016-2022
Table 2-11 Spinal Surgical Robot Market Forecasts, Dollars, Worldwide, 2016-2022
Table 2-12 Spinal Surgical Robot Revenue by Segment, Robots and Disposables, Worldwide, 2016-2022
Table 2-13 Robot Spine Procedures, Number, Worldwide, 2015
Table 2-14 Spinal Surgical Robot Units Shipped Forecasts, Surgical Robotic Procedures, and Number Procedures per Installed Unit, Worldwide, 2016-2022
Table 2-15 Spinal Surgical Robot Installed Base, Percent Spinal Procedure Penetration, and # Spinal Procedures, US and Worldwide, 2016-2022
Table 2-16 Spinal Surgical Patients with Chronic Back Pain and % Penetration Procedures Worldwide, 2016-2022
Table 2-17 Robot Spine Surgery Market Factors:
Table 2-18 Robotics Market Aspects
Table 2-19 Spinal Surgery Hospital Trends
Table 2-20 Robotic Cost Savings with Spinal Surgical Units

Figure 2-21 Surgical Robot Systems vs. Instruments Forecasts, Dollars, Worldwide, 2016-2022

Table 2-22 Benefits of Robotic Surgery For The Surgeon

Table 2-23 Benefits of Robotic Surgery For The Patient

Table 2-24 Benefits of Robotic Surgery For The Hospital

Table 2-25 Challenges of Open Surgery and Minimally Invasive Surgery

Table 2-26 Challenges of Developing Medical Robotic Surgery Systems

Table 2-27 Surgical Robotic Product Development Challenges

Table 2-28 Key Players In The Global Medical Robots Market

Table 2-29 Key Players In The Global Spinal Implant Market

Table 2-30 Advantages of Minimally Invasive Surgeries

Table 2-31 Challenges of Minimally Invasive Surgeries

Figure 2-32 Spine Surgical Robot Regional Market Segments, Dollars, Worldwide, 2015

Table 2-33 Spine Surgical Robot Regional Market Segments, 2015

Figure 3-1 Mazor 3D Visualization of Surgical Planning

Figure 3-2 Mazor Planning Software / 3D visualization

Table 3-3 Mazor Components of the Renaissance System

Table 3-4 Mazor Renaissance System Component Tasks

Table 3-5 MAZOR RBT Device Surgical Workflow Using Renaissance for Spine Procedures105

Figure 3-6 Mazor Renaissance RBT Device Accuracy of the 3D Synchronization 3D Marker; Carm in 2 Positions Taking Registration Images for 3D Synchronization Process

Figure 3-7 Mazor RBT Device (with an arm connected to it) on Clamp Mount Ready To Guide The Surgeon

Figure 3-8 Mazor Spine Robot Surgery Applications:

Figure 3-9 Mazor Robotics' Renaissance System For Guidance

Figure 3-10 Mazor Renaissance Spine Procedures

Figure 3-11 Mazor Robotics Spine Procedures Variety

Table 3-12 Medtronic Spinal Conditions Treated

Table 3-13 Medtronic Infuse Bone Graft/LT-Cage Lumbar Tapered Fusion Device Risks

Table 3-14 Medtronic Minimally Invasive Spine Platform Enables A Variety Of Cervical, Thoracic, And Lumbar Procedures

Figure 3-15 Medtronic Posterior OCT Reconstruction

Table 3-16 Stryker Spine Navigation Software Key Advantages

Table 3-17 Zimmer / Biomet Spine Surgical Solutions

Figure 3-18 Biomet Sequoia Thoracolumbar Pedicle Screws with TM Ardis™ Interbody System133

Figure 3-19 DJO Cement Solutions

Table 3-20	DJO Spine Devices
Table 3-21	Nuvasive Surgical Solutions Procedures
Table 3-22	Nuvasive Surgical Solutions NVM5 Nerve Monitoring System
Table 4-1	Healthcare Robotics Enabling Technologies
Table 4-2	Robotic-Assisted Minimally Invasive Surgery Market Driving Forces
Table 4-2 (Continued)	Robotic-Assisted Minimally Invasive Surgery Market Driving Forces
Table 4-3	Types Of Procedures Performed Using Robotic Surgical Systems
Table 4-4	Types of Spinal Pathology and Disorders
Table 4-5	Types of Spinal Deformities
Table 4-6	Types of Spinal Disorder Treatments
Figure 5-1	Alliance Spine Nakoma SL Anterior Cervical Plating System
Figure 5-2	Alliance Spine Alamo C
Figure 5-3	Boston Scientific SCS System: 32 Contacts and 32 Dedicated Power Sources
Figure 5-4	Brainlab Collaborative Workspace
Figure 5-5	Brainlab AG Worldwide Presence, Headquarters in Germany
Figure 5-6	Captiva Spine Pedicle Screw System
Figure 5-7	Elekta Gamma Radio Surgery System
Figure 5-8	Globus Medical Spine Surgery Products
Table 5-9	Mazor Revenue, 2010-2015
Table 5-10	Mazor Robotics Strategy Key Elements
Table 5-11	Mazor Robotics Commercialization of Renaissance System Strategy Key Elements
Table 5-12	Mazor Robotics Utilization Of Installed Base Strategy Key Elements
Table 5-13	Mazor Robotics Clinical And Financial Value Strategy Key Elements
Table 5-14	Mazor Robotics Research And Development Strategy Key Elements
Table 5-15	Basic Steps for Surgical Workflow Using Mazor Renaissance Robot
Figure 5-16	Mazor Surgical Planning Software Provides A Slice-By-Slice Image Display
Figure 5-17	Mazor Surgical Robot: 3D Marker; C-arm in 2 positions taking registration images for 3D Synchronization process
Figure 5-18	Mazor RBT Device (with an arm connected to it) on Clamp Mount ready to guide the surgeon
Figure 5-19	Medtronic / Covidian Integration
Table 5-20	Medtronic Principal Products Offered by Spine Division:
Table 5-21	Medtronic Spine Division Principal Products
Table 5-22	MicroPort Advanced Technology Product Segments Addressed
Table 5-23	Microport Hip Systems
Figure 5-24	Precision Spine Cervical Spine Devices

Figure 5-25 SIGNUS Medical Sacroiliac Joint Medical Device

Figure 5-26 Stryker Joint Implants

Figure 5-27 Stryker Patient Specific Pre-Operative Planning

Figure 5-28 Stryker Patient Specific Pre-Operative Planning

Table 5-29 Stryker Better Fit Orthopedics

Table 5-30 Stryker Osteoarthritis Affects Compartments Of The Knee

Figure 5-31 Stryker / MAKO Surgical RIO Robotic Arm Interactive System

Figure 5-32 MAKO Surgical Restoris

Figure 5-33 Mako Robotic Arm Technology Assists in Total Hip Replacement

Figure 5-34 MAKO Surgical

Figure 5-35 MAKO Surgical Implants

Table 5-36 MAKO Robotic Surgery Benefits

Figure 5-37 Mako Robotic Arm Technology Assists in Total Hip Replacement

Table 5-38 MAKO Robotic Surgery Benefits

Figure 5-39 Zyga Technology Slimmetry System

Table 5-40 Zimmer Biomet Musculoskeletal Healthcare Offerings

Table 5-41 Zimmer Metal On Metal Hip Replacement Difficulties and Side Effects.

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