Activ Surgical Case Study

CHALLENGE

Activ Surgical is a Boston-based digital surgery company focused on improving surgical efficiency, accuracy, patient outcomes and accessibility for both endoscopic and robotically-assisted procedures. Activ Surgical’s scalable and patent-protected surgical software platform technology is driven by computer vision, artificial intelligence, analytics and machine learning to enhance a surgeon’s intra-operative decision making and reduce unintended and preventable surgical complications. An emerging company that was in the process of crystallizing their capabilities, they approached CREATES to assist with the development of a long-term product roadmap and definition of opportunity areas that could be capitalized on. CREATES’ access to stakeholders throughout the value chain ensured that Activ Surgical was able to get real-time feedback from their target market to effectively design and build a product that would enable them to get the best possible market share at launch.

OUTCOMES & IMPACT

CREATES’ solution-based approach to product development helped Activ Surgical understand the voice of their target customer. Unprecedented access to those that utilize, evaluate and purchase technology platforms such as theirs enabled the company to understand their user, validate their value proposition and make informed decisions about their long-term product and market strategy. In addition to the product roadmap, our deep roots within the regional innovation ecosystem also resulted in visibility into collaboration opportunities in machine learning and robotics at some of our partner organizations.

- Access to those who utilize, evaluate, and purchase the Activ Surgical technology
- CREATES’ deep roots in regional innovation ecosystem led to opportunities for collaboration in machine learning and robotics for Activ with other industry partners
- Deeper level of understanding of the voice of their target customer
- Became better positioned to make informed decisions about their long-term product and market strategy
- Long term relationship between CREATES and Activ Surgical for continued engagement

Understanding the impact a product has on surgeons and patient outcomes is critical to success. Our partnership with UPMC and CREATES allows us to have access to top surgeons, nurses and administrators in a major healthcare system. The work we do with CREATES provides data and insights, which results in a more efficient journey from product inception to commercialization.

Todd Usen, CEO, Activ Surgical