Cook Medical Incorporated - Product Pipeline Analysis, 2015 Update

Description:

Cook Medical Incorporated (Cook Medical) designs, develops and markets medical devices, biologic materials and cellular therapies for healthcare market. The company offers products in the fields of critical care medicine, endoscopy, interventional radiology, urology, aortic intervention, lead management, otolaryngology, peripheral intervention, reproductive health and surgery. Its products include catheters, needles, wire guides, stents and stent grafts, central venous catheters and others in more than 40 medical specialties. The company markets its products directly to physicians and hospitals, and also through distributors in the Americas, Europe, Asia Pacific and Africa. Cook Medical is headquartered in Bloomington, Indiana, the US.

This report is a source for data, analysis, and actionable intelligence on the company's portfolio of pipeline products. The report provides key information about the company, its major products and brands.

The report enhances decision making capabilities and help to create effective counter strategies to gain competitive advantage.

Scope:

- The report reviews detailed company profile with information on business description, key company facts, major products and services, key competitors, key employees, locations and subsidiaries and recent developments
- The report analyzes all pipeline products in development for the company Cook Medical Incorporated
- The report provides pipeline analysis on all pipeline products of the company (by equipment type, by indication, by development stage, and by trial status)
- The report covers detailed information on each pipeline product with information on pipeline territory, stage of development, device class, regulatory path, indication(s), application(s) and estimated launch date
- The report also covers ongoing clinical trials (wherever applicable) with information on trial name, trial objective, sponsor, trial design, trial status and phase, estimated start and end date.

Reasons to Buy:

- Develop business strategies by understanding the trends and developments driving the medical devices pipeline and technology landscape
- Design and develop your product development, marketing and sales strategies by understanding the competitor portfolio
- To formulate effective Research & Development strategies
- Develop market-entry and market expansion strategies
- Exploit in-licensing and out-licensing opportunities by identifying products, most likely to ensure a robust return
- Plan mergers and acquisitions effectively by identifying key players of the most promising pipeline
- Identify emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage
- Develop competition strategies by identifying the status and likely launch of the competitors' pipeline products through review of the clinical trials, stage and of development, etc
- Identify, understand and capitalize the next high-value products that your competitor would add in its portfolio

Contents:

List of Tables
List of Figures
Cook Medical Incorporated Company Snapshot
Cook Medical Incorporated Company Overview
Key Information
Cook Medical Incorporated Pipeline Products and Clinical Trials Overview
Cook Medical Incorporated – Pipeline Analysis Overview
Business Description
Key Facts
Cook Medical Incorporated - Major Products and Services
Cook Medical Incorporated Pipeline Products by Development Stage
Cook Medical Incorporated Clinical Trials by Trial Status
Cook Medical Incorporated Pipeline Products Overview
Evolution Biliary Stent System-Partially Covered
Evolution Biliary Stent System-Partially Covered Product Overview
Evolution Esophageal Stent System-Fully Covered
Evolution Esophageal Stent System-Fully Covered Product Overview
Hemospray
Hemospray Product Overview
Hemospray Clinical Trial
Zenith Branch Endovascular Graft Iliac Bifurcation
Zenith Branch Endovascular Graft Iliac Bifurcation Product Overview
Zenith Branch Endovascular Graft Iliac Bifurcation Clinical Trial
Zenith Dissection Endovascular System
Zenith Dissection Endovascular System Product Overview
Zenith Dissection Endovascular System Clinical Trial
Zenith Helical Branch Iliac Endovascular Graft
Zenith Helical Branch Iliac Endovascular Graft Product Overview
Zenith Helical Branch Iliac Endovascular Graft Clinical Trial
Zenith Low Profile Abdominal Aortic Aneurysm Endovascular Graft
Zenith Low Profile Abdominal Aortic Aneurysm Endovascular Graft Product Overview
Zenith Low Profile Abdominal Aortic Aneurysm Endovascular Graft Clinical Trial
Zenith TX2 LP TAA Endovascular Graft
Zenith TX2 LP TAA Endovascular Graft Product Overview
Zenith TX2 LP TAA Endovascular Graft Clinical Trial
ZILVER PTX Drug Eluting Peripheral Stent
ZILVER PTX Drug Eluting Peripheral Stent Product Overview
ZILVER PTX Drug Eluting Peripheral Stent Clinical Trial
Zilver Vena Venous Self-Expanding Stent
Zilver Vena Venous Self-Expanding Stent Product Overview
Zilver Vena Venous Self-Expanding Stent Clinical Trial
Cook Medical Incorporated - Key Competitors
Cook Medical Incorporated - Key Employees
Cook Medical Incorporated - Locations And Subsidiaries
Head Office
Other Locations & Subsidiaries
Recent Developments
Cook Medical Incorporated, Recent Developments
Feb 24, 2015: Cook Medical Launches SialoCath Salivary Duct Catheter
Feb 10, 2015: Premier awards specialty urology purchasing contract to Cook Medical
Feb 04, 2015: Drug-eluting technologies for PAD treatments take centre stage at LINC 2015
Jan 29, 2015: Cook Medical successful in obtaining dismissal of patent infringement case filed by Acacia subsidiary
Nov 24, 2014: Cook Medical expands percutaneous stone extractor line with launch of Perc NCompass
Nov 24, 2014: Cook Medical expands percutaneous stone extractor line with launch of Perc NGage
Nov 04, 2014: Zilver PTX Drug-Eluting Stent Study Data Show Continued Patency at Five Years
Sep 24, 2014: Cook Medical names Jean-Marc Creissel vice president of Urology division
Appendix
Methodology
About Us
Contact Us
Disclaimer
List of Tables
Cook Medical Incorporated, Key Facts
Cook Medical Incorporated Pipeline Products and Clinical Trials Overview
Cook Medical Incorporated Pipeline Products by Equipment Type
Cook Medical Incorporated Pipeline Products by Indication
Cook Medical Incorporated Clinical Trials by Trial Status
Cook Medical Incorporated, Key Facts
Cook Medical Incorporated, Major Products and Services
Cook Medical Incorporated Number of Pipeline Products by Development Stage
Cook Medical Incorporated Pipeline Products Summary by Development Stage
Cook Medical Incorporated Clinical Trials by Trial Status
Cook Medical Incorporated Clinical Trials Summary
Evolution Biliary Stent System-Partially Covered - Product Status
Evolution Biliary Stent System-Partially Covered - Product Description
Evolution Esophageal Stent System-Fully Covered - Product Status
Evolution Esophageal Stent System-Fully Covered - Product Description
Hemospray - Product Status
Hemospray - Product Description
Hemospray - A Prospective Observational Cohort Study of Hemospray for Lower Gastrointestinal Hemorrhage (APPROACH LGI)
Hemospray - Clinical Evaluation of Hemospray: Hemostasis of Active GI Luminal Tract Bleeding
Hemospray - Pilot Study of a Randomized Controlled Trial Comparing Hemospray Versus the Combined Conventional Technique for Endoscopic Hemostasis of Bleeding Peptic Ulcers
Hemospray - Randomized Trial of Argon Plasma Coagulation Versus Argon Plasma Coagulation and Hemospray in the Therapy of Radiation Proctitis
Hemospray - Tc-325 (HEMOSPRAY) Vs. Current Standard of Care in Managing Malignant Gastrointestinal Bleeding: A Pilot Study to Inform a Randomized Controlled Trial
Zenith Branch Endovascular Graft Iliac Bifurcation - Product Status
Zenith Branch Endovascular Graft Iliac Bifurcation - Product Description
Zenith Branch Endovascular Graft Iliac Bifurcation - Evaluation of Branch Endografts in the Treatment of Aortic Aneurysms
Zenith Branch Endovascular Graft Iliac Bifurcation - Zenith Iliac Branch System Clinical Study (PRESERVE)
Zenith Dissection Endovascular System - Product Status
Zenith Dissection Endovascular System - Product Description
Zenith Dissection Endovascular System - Evaluation of the Safety and Effectiveness Performance of the Zenith Dissection Endovascular System in the Treatment of Patients with Aortic Dissection Involving the Descending Thoracic Aorta
Zenith Dissection Endovascular System - Use of the Zenith Dissection Endovascular System in the Treatment of Patients with Acute, Complicated Type B Aortic Dissection
Zenith Helical Branch Iliac Endovascular Graft - Product Status
Zenith Helical Branch Iliac Endovascular Graft - Product Description
Zenith Helical Branch Iliac Endovascular Graft - Evaluation of Visceral Function Following Endovascular Aortic Aneurysm Repair (EVAR) Using Branch Stent-Grafts
Zenith Low Profile Abdominal Aortic Aneurysm Endovascular Graft - Product Status
Zenith Low Profile Abdominal Aortic Aneurysm Endovascular Graft - Product Description
Zenith Low Profile Abdominal Aortic Aneurysm Endovascular Graft - Endovascular Exclusion Of Abdominal Aortic Aneurysms in High Risk Patients
Zenith Low Profile Abdominal Aortic Aneurysm Endovascular Graft - Evaluation of the Safety and Effectiveness of the Zenith Low Profile AAA Endovascular Graft
Zenith TX2 LP TAA Endovascular Graft - Product Status
Zenith TX2 LP TAA Endovascular Graft - Product Description
Zenith TX2 LP TAA Endovascular Graft - Endovascular Exclusion of Thoracic Aortic Aneurysms
ZILVER PTX Drug Eluting Peripheral Stent - Product Status
ZILVER PTX Drug Eluting Peripheral Stent - Product Description
ZILVER PTX Drug Eluting Peripheral Stent - Bare Metal Stent Versus Paclitaxel Eluting Stent in the Setting of Primary Stenting of Intermediate Length Femoropopliteal Lesions (BATTLE)
ZILVER PTX Drug Eluting Peripheral Stent - Evaluation of the Zilver PTX Drug-Eluting Peripheral Stent for Treatment of Lesions of the Above-the-knee Femoropopliteal Artery
ZILVER PTX Drug Eluting Peripheral Stent - Post Market Surveillance (PMS) Study of Paclitaxel-eluting Nitinol Stents for Treating Femoropopliteal Artery Disease in Japan
ZILVER PTX Drug Eluting Peripheral Stent - Stenting of the Superficial Femoral and/or Proximal Popliteal Artery With Boston Scientific's Innova Drug Eluting Stent
ZILVER PTX Drug Eluting Peripheral Stent - The Cook Zilver PTX Drug-eluting Stent Versus Bypass Surgery for the Treatment The Cook Zilver PTX Drug-eluting Stent Versus Bypass Surgery of Femoropopliteal TASC C&D Lesions (ZILVERPASS)
ZILVER PTX Drug Eluting Peripheral Stent - Zilver Paclitaxel(PTX) Thumbwheel Delivery System
ZILVER PTX Drug Eluting Peripheral Stent - Zilver PTX Drug-Eluting Peripheral Stent Post-Approval Study
ZILVER PTX Drug Eluting Peripheral Stent - Zilver PTX Post-market Surveillance Study of Paclitaxel-eluting Stents for Treating Femoropopliteal Artery Disease in Japan
Zilver Vena Venous Self-Expanding Stent - Product Status
Zilver Vena Venous Self-Expanding Stent - Product Description
Zilver Vena Venous Self-Expanding Stent - Evaluation of the Zilver Vena Venous Stent
Zilver Vena Venous Self-Expanding Stent - Evaluation of the Zilver Vena Venous Stent in the Treatment of Symptomatic Iliofemoral Venous Outflow Obstruction
Cook Medical Incorporated, Key Employees
Cook Medical Incorporated, Other Locations
Cook Medical Incorporated, Subsidiaries

List of Figures
Cook Medical Incorporated Pipeline Products by Equipment Type
Cook Medical Incorporated Pipeline Products by Development Stage
Cook Medical Incorporated Clinical Trials by Trial Status

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