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## NEUROMODULATION MARKET: Innovation Brings High-Growth Rewards

By Anne Staylor

Neuromodulation is one of the largest and fastest growing segments of the worldwide medical device market, with global revenues expected to reach \$6 billion by 2020. This highly underpenetrated space is in dire need of new, more effective technologies to address the increasing number of patients with long-term pain and other chronic conditions, many of whom have no other treatment options. As a result, the number of products in the neuromodulation pipeline is exploding as device developers seek to address these needs, and innovation has emerged as a huge growth driver in this arena. In the future, new and improved technologies will permit deeper penetration of neuromodulation

### 目次

神経調節市場: 革新が高成長に貢献する-----	p. 2
小規模会社 2 社が見る心不全分野の大きな市場機会-----	p.17
卒中リハビリの為のハイテクな解決方法-----	p.22
市場と業界の概要-----	p.27
企業の吸収・合併-----	p.36
ワシントンのまとめ-----	p.39
新製品・新技術情報-----	p.41

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### MARKET & INDUSTRY BRIEFS

- 30 Will Watchman Prevail With FDA? Boston Scientific's LAA Closure Trial Raises Questions, Controversy
- 34 Medtronic Marches Ahead In Renal Denervation; Announces Symplicity's Inclusion In US Parallel Review Program
- 35 Robotic Hysterectomy: Procedures Increasing, But Questions Remain
- 37 TissuGlu Surgical Adhesive Begins US Abdominoplasty Trial
- 38 Hospitals Closely Watching Manufacturers On Tax-Related Price Increases

### DEALS UPDATE

- 40 Recent device financings, alliances, and M&A activity

### WASHINGTON ROUNDUP

- 44 Pioneer ACOs Raise Concerns About Meeting Quality Measures
- 45 Grassley Calls For More CME Oversight To Fill Gaps In Sunshine Rule

### START-UP NEWS

- 48 Device Investors Showing Some Spine

### INSIDE THIS ISSUE

#### US Implantable Neurostimulation Devices Market, Estimated Percentage Of Sales, By Application, 2012

See page 6

