12:00 – 12:15  Greetings & lunch
12:15 – 12:20  Announcements
12:20 – 1:00   Program
1:00          Wrap up
Marketing Transformations:
A Medtech Journey
From Startup to Commercialization
Meet the Speaker

Brian Regan
Medtech Marketing Executive
Former Marketing & Development VP, TearScience / Johnson & Johnson
Commercial Stages of Medtech Startup

- Development
- Go to Market
- Emergent
Development (Upstream)

- Define Vision & Mission
- Understand and Define Market
- Product, Position, Place, Price
- Regulatory / clinical roadmap
- Macro strategy, Analysis, Research
- Luminary identification and engagement

**Key Competencies:** Strategy, Research, Persistence
Development (Upstream)

- Define Vision & Mission
- Understand and Define Market
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- Macro strategy, Analysis, Research
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**Key Competencies:** Strategy, Research, Persistence

**Team:** Leader, Sales resource, Research & Agency assistance
Go to Market (Downstream)

- Launch (disruptive or iterative)
- Learning on first 4 P’s
- Selling and implementation strategy
- Promotion
- Agile Market Entry (limited launch: fail fast & adjust)
- Establish key measure of success
- Post market study rollout
- Luminary development

**Key Competencies:** Communication, Creativity, Flexibility (Experiment, Learn & adjust)
Go to Market (Downstream)

- Launch (disruptive or iterative)
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**Key Competencies:** Communication, Creativity, Flexibility (Experiment, Learn & adjust)

**Team:** Add product and promotion specialties
Emergent (Downstream & Upstream)

• Promotion (B to B, B to C, Both)
• Lead Gen
• Product (improvements & pipeline)
• Post market data release & study schedule
• Key metric tracking (continuous feedback)
• Customer implementation (bus. model dependent)
• Luminary management

**Key Competencies:** Pro-activity, Listening, Management Disciplines
Emergent (Downstream & Upstream)

- Promotion (B to B, B to C, Both)
- Lead Gen
- Product (improvements & pipeline)
- Post market data release & study schedule
- Key metric tracking (continuous feedback)
- Customer implementation (bus. model dependent)
- Luminary management

**Key Competencies:** Pro-activity, Listening, Management Disciplines

**Team:** Development, organization, improvement
At Every Stage

• Curiosity
• Grit
• Courage
• Trust
Thank you for participating

See you at our July program!