



Life Science Marketing Group



North Carolina Biotechnology Center

Mary Hecht-Kissell

June 11, 2019

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

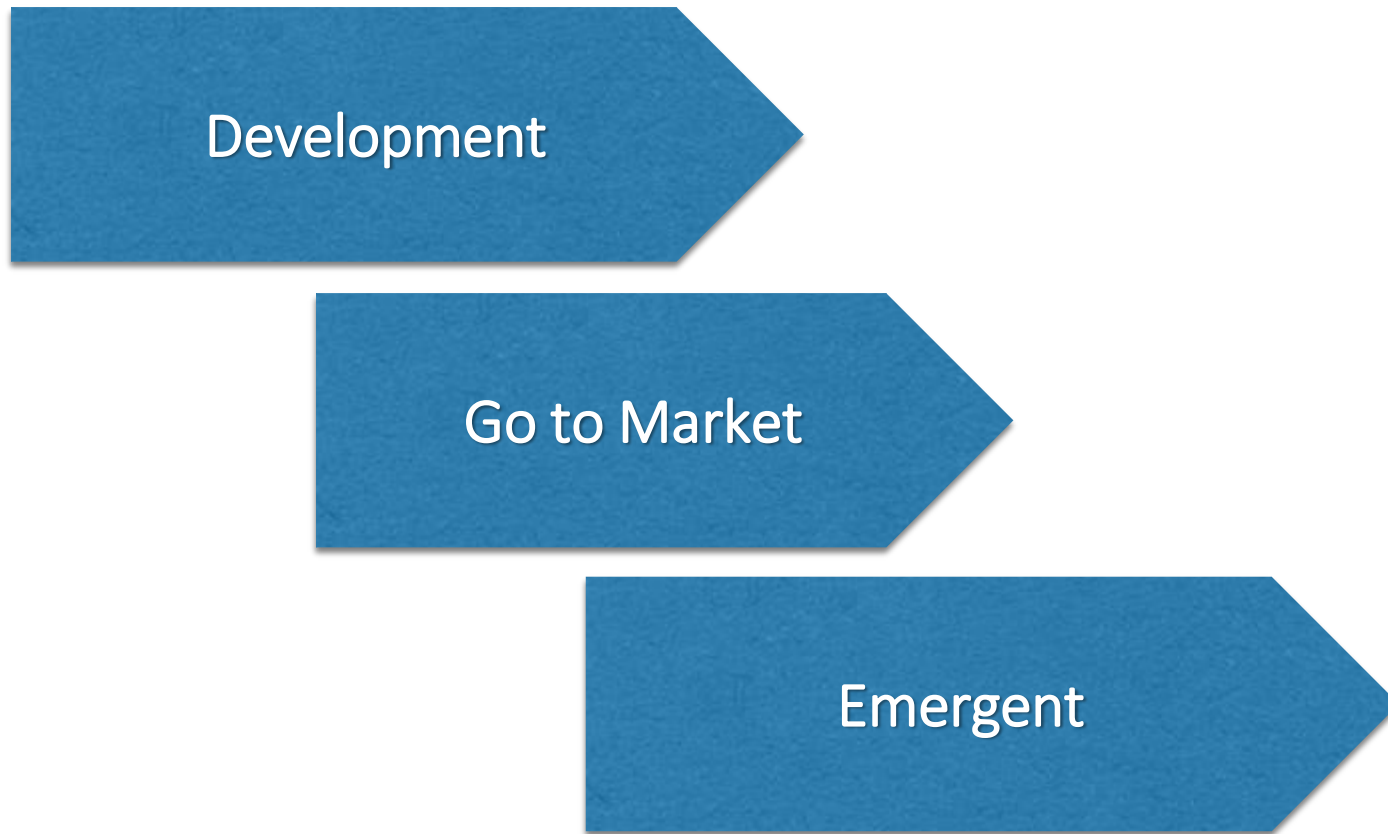


Brian Regan

Medtech Marketing Executive

Former Marketing & Development VP, TearScience / Johnson & Johnson

Commercial Stages of Medtech Startup



Development (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



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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)



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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



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Team: Development, organization, improvement



At Every Stage

- Curiosity
- Grit
- Courage
- Trust



Thank you for participating



See you at our July program!