



**Product
Realization
Group®**

MedTech Market Validation Services

INTELLIGENCE THAT DRIVES MARKET SUCCESS

Generating product demand is pivotal for getting to market. Testing your prospective customer response can confirm the viability of your product and how it should be priced and promoted. It can also determine the level of customer service and support required and ensure a positive customer experience once the product is launched.

Medical and consumer health devices require longer lead times, higher costs and strict regulations than other types of products, making validation testing even more important.

PRG's Market Validation Services help you to identify and segment your market and conduct the required testing to optimize your product's launch, meet market penetration goals and improve profitability.

Our medical market validation experts will:

- Conduct independent, unbiased testing with actual potential clinicians and customers
- Confirm degree of strengths and weaknesses, often exposing new insights
- Manage internal confirmatory and FDA-required human factors testing
- Benchmark against the competition and set your goals as needed
- Leverage proven market research processes, including qualitative and quantitative testing

We help you overcome these key product sales challenges:

- Low demand despite good product performance
- Products that need substantial and additional expensive development to meet customer expectations
- An inability to gain prescriber or patient attention, acceptance and access
- Poor or non-existent brand image
- Profitability is much farther away than expected

**"PRG reset our thinking
about what was possible
and helped us find a new
channel and route to market.**

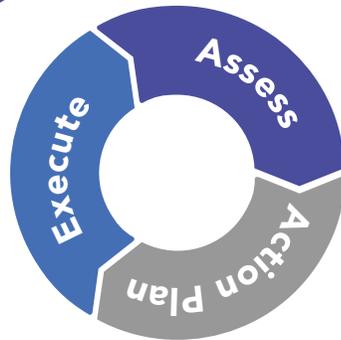
We are ecstatic!"

--Director, advanced technology center, multinational
company



“PRG spoke to target doctors and discovered huge unmet market demand. We had not expected this but the finding was invaluable to our business”

-- Business Development Strategist, health technology division, global corporation



HOW IT WORKS

PRG offers a comprehensive process to help your product be successful in the market:

1. **Assess:** We conduct an assessment to determine your device, market, customer validation needs.
2. **Action Plan:** PRG then develops a specific action plan and a practical medical marketing strategy for meeting overall business requirements.
3. **Execute:** PRG can manage your entire go-to-market preparation process:
 - Assess product uptake, positioning, feature-benefit, service requirements, customer experience and branding needs
 - Identify test methodologies that best fit your timeline and goals
 - Find potential customers, early adopters and key clinicians in your target market pool
 - Conduct and manage all aspects of testing
 - Confirm demand for a new device category or device usage, as well as your product and brand
 - Verify acceptance from channels of distribution and other stakeholders
 - Interpret data and feedback to understand the customer's decision-making process and device adoption motivations
 - Tie key findings back to your product development and marketing plans

KEY BENEFITS

PRG puts customized product and commercialization strategies in place to support all stages of your product lifecycle -- from development and market entry, to expansion and maturity. We help you achieve:

- Faster sales ramp due to strong product-market fit
- Strong market positioning of your Indications For Use
- Efficient product development and resource use
- Identification of new market segments and competitive advantages
- A unique, sustainable value proposition