



**Product
Realization
Group®**

MedTech Go-to-Market Services

A COMPLETE SOLUTION FOR SUCCESS

Medical technology has the power to solve many problems *if* your product offer aligns with prescriber, patient, and payor needs. Truly knowing your market and customers is key to implementing your vision, whether a medical device or consumer health product.

Lack of demand for product is a top reason companies fail. An independent assessment of your product's market position and potential can be tremendously valuable in helping you avoid common product development and go-to-market pitfalls.

PRG's team of marketing experts have deep market knowledge, from concept development, to launch and ongoing promotion. Together, we can develop a comprehensive go-to-market plan that will help your product achieve success today and in the future.

Our go-to-market experts will help you to:

- Assess competition for both direct and indirect threats
- Identify markets for immediate and future sales, for durable and consumable components
- Segment customer groups for targeting, including physicians, clinicians, patients, distributors, payors and consumers
- Identify the potential routes to market, including the tradeoffs for FDA regulated and consumer health device pathways
- Construct a strategy to successfully launch your medical product

Overcome problems with getting to market:

- Fix lack of demand despite good product performance
- Be creative around products that need substantial, expensive changes to succeed
- Secure customer attention and acceptance
- Solve funding and resourcing issues due to doubts about viability

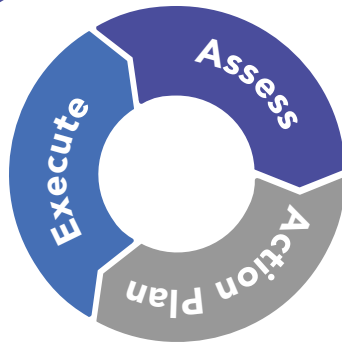
**"PRG was instrumental
in helping us get on track
to win in our market."**

-- Program Director, digital health company



"Our new Indication for Use is invaluable as both a clinical and marketing asset. Thanks, PRG, for positioning the commercialization strategy to achieve our vision."

-- Founder, Class II medical device company



HOW IT WORKS

PRG offers a streamlined process to help you set up your product for success:

1. **Assess:** We conduct an assessment to determine your sales, marketing and customer reach needs.
2. **Action Plan:** PRG develops a specific action plan for your product and a cost-effective marketing strategy for meeting the requirements.
3. **Execute:** PRG can manage your entire go-to-market process, including:
 - Assessing your competitive landscape, market size, and identifying customer segments
 - Interpreting how market requirements affect your product, and recommending product adjustments to match sales goals
 - Mapping out strategic assumptions for branding, positioning, launch, partnerships, and product distribution
 - Creating an MRD (Market Requirements Document) to guide development
 - Addressing specific market concerns from investors or stakeholders

KEY BENEFITS

By partnering with PRG you can benefit from:

- Ensuring product-market fit and demand for your product
- More efficient use of resources to get your product developed
- Uncovering gaps (opportunities) for unmet needs
- Optimal pricing and positioning for sales volume
- Lower risk with a successful launch, the first time
- Fast uptake in revenue