

Beyond Tradeshows: Driving a Comprehensive, Phased Launch Strategy With VOC Insights

What's this about?

- Healthcare product positioning
- Customer segmentation
- Global launch strategy
- Creative execution, collateral
- Web-enabled In-Depth Interviews (IDIs), online surveys
- Customer groups: C-suite, Radiologists, Nuclear Medicine MDs, Purchasing

Who are we?

ResearchWorks is a strategic consulting firm with deep roots in custom research, serving health and healthcare organizations from idea to market.

What's our magic?

We use our deep Healthcare industry experience, behavioral science roots, and intellectual firepower to translate advanced research into winning strategies and validated decision paths for better products and more effective marketing. Our creative team then provides proven tools to build your brand, shape your products and services, and go to market with powerful messaging.

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The Challenge

A global MedTech company was scrambling to pull together their positioning and launch strategy that was due in just a few short months. Many on the team were focusing on the US and EU tradeshows where the device would debut. However, the savvy Product Manager understood that a more comprehensive and phased launch strategy was needed to ensure that the tradeshow “pop” didn’t fizzle, but rather fed an ongoing strategy to drive sales over time.

The Breakthrough

Key to the comprehensive launch strategy was understanding who the early adopters were, where to reach them, and how to influence them. And then do the same with later adopters and influencers. Leveraging our global research and international healthcare expertise, we developed an integrated launch strategy that addressed primary users, referring physicians, patients, and their families in order to drive increased demand for the product.

The Results

Through collaboration with the global marketing teams, we ideated strategy components and identified strengths in each market. We then validated channels and impactful messages with VOC research that would drive the first few years of the launch.

The Win

Generating thought leadership in the research arena and world-class academic hospitals proved to be the standout component to our launch strategy —both in terms of driving initial demand for the product and also the longer-term demand from later adopters.