

## How To Avoid Weak Healthcare Product Launches: Get the Positioning Strategy Right!

"I'm so frustrated," confided Doug, a seasoned med device product manager. "Our last few launches didn't meet expectations. But I'm not sure why. On this next high-stakes launch, I can't afford to fail!" Under relentless pressure to get to market fast while juggling multiple work streams, what product managers often lack is an effective positioning strategy.



Imagine you're releasing a new ultrasound device with breakthrough technology. Should you position the launch around improved acoustics and clearer images? Or better diagnosis and prognosis? Or improved reputation, referrals and revenue?

A good positioning strategy gives you the right answer and conveys exactly where you want your product to live in the hearts and minds of your customers for the best launch results. But just as important—it's the foundation for creating visuals and messaging that strongly resonate with your customers.

Getting it right requires four things:

1. Uncovering the right emotional hook and benefits to focus on through agile customer research.
2. Translating the positioning strategy into a strategic framework, like our Communications Touchstone, to guide launch plan decisions and creative development.
3. Designing and validating creative concepts that use evocative images and powerful language to hook customer interest and bring the positioning strategy to life.
4. Creating practical tools for marcom to assure on-strategy messaging and creative execution aligned with the strategic framework.

Don't miss the mark on high-stakes product launches. Get the positioning strategy right the first time and give your team the tools they need for a winning launch.



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