

The Bridge Strategy™

10 Support Beams for Effective Commercialization & Customer Adoption

Market Research
Product Development
Regulatory
Production
Marketing
Sales Strategy & Implementation
Financing & Budgeting
Partnerships & Alliances
Post-Sale Customer Support & Services
Post-Market Analysis

An Innovative, Comprehensive Process to Drive Market Share Ownership & Revenue Growth Through Proven Customer Attraction & Adoption Strategies

Healthcare Technology and MedDevice C-Suite Executives are hard-wired to bring lifesaving solutions to market. It's just in them. But as many of my clients and companies I have worked for have found, as they pursue a step-by-step approach, the path can be anything but straightforward.

Products get sidelined and postponed by crushing regulatory demands, out-of-the-blue production line issues, or messaging that doesn't attract the target market – and your focus becomes putting out fires instead of maintaining upward momentum. It's enough to flatline even the most revolutionary products.

The truth is success isn't found in following a straight line after all – it's an ecosystem.

To help you ensure your product has a smoother path-to-commercialization, I'm releasing my **BridgeStrategy™—10 Support Beams for Effective Commercialization & Customer Adoption**. Download this audit to ensure these 10 critical support beams are in place to commercialize this – and every future product.



Craig T. Ingram

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Over the course of my career, I've crafted and perfected the following list of questions to uncover commercialization gaps and inefficiencies. Answers to these questions are instrumental in creating or fortifying support beams in a company's bridge to effective commercialization.

Market Research

Dig deep to identify a market need or desire, assess the competition & validate market fit.

1. Which methodologies did you employ for your market research, and why?
2. What metrics or indicators are you using to measure the effectiveness of your market research?
3. How do you plan to keep your market research updated to stay ahead of market trends?

Product Development

Ideate a market solution, create the roadmap & build the product to market expectations.

1. What were or have been the primary objectives behind the product's development, and how were these aligned with your company's strategic goals?
2. Can you describe the market need your product addresses? How did you identify this need?
3. What were the biggest challenges you faced during the product development process, and how were they addressed?

Regulatory

Communicate with the U.S. FDA & all other country-based regulatory agencies early to potentially save costs and headaches during product development and approval process.

1. How do you stay abreast of regulatory changes and updates in your industry, and how are these integrated into your product development process?
2. What internal processes and systems do you have in place to ensure compliance with relevant regulations throughout the product development lifecycle?
3. What are the most significant regulatory challenges you have faced while preparing for product submission, and how were these addressed?

Production

Ensure minimal to zero production line issues, knowing the avenues of contingency.

1. Can you describe the overall production process for your main product(s)?
2. What key performance indicators (KPIs) do you use to measure production efficiency and effectiveness?
3. How do you manage supply chain risks that could impact production?



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Marketing

Messaging, including branding & public relations, should make the company stand out. Avoid bland and ineffective marketing by taking smart risks with magnetic customer-attracting creativity.

1. How do you define your target market, and how has your understanding of this market informed your marketing and branding strategy execution?
2. Can you describe the core message of your brand, and how do you ensure it resonates with your target audience?
3. How do you integrate your marketing, branding, and public relations efforts across different channels?

Sales Strategy & Implementation

Training sales team members on what to say, how to say it & when to say it to overcome buyer's resistance using neuro-emotional conversations with psychological, rational questioning.

1. How do you define your sales strategy, and how is it aligned with your overall business objectives?
2. What methods do you use to understand the needs and pain points of your potential customers?
3. What sales techniques have proven most effective for your team, and why do you think they work well?

Financing & Budgeting

Secure adequate funding & develop a plan for growth & sustainability. Ensure deliberate understanding of unit level economics — to the exact dollar — and how to achieve what is desired.

1. How do you describe the process of setting budgets for commercialization projects?
2. What metrics do you use to track the financial performance of your commercialization efforts?
3. How do you adjust your financial strategies in response to performance data or market changes during the commercialization process?

Partnerships & Alliances

Identify companies to partner with that are not in competition. Then call on hospitals, surgery centers, physician offices, long-term care facilities, & laboratories to sell products together creating the full ecosystem.

1. What strategic objectives do you aim to achieve through partnerships and alliances?
2. How do you identify and select potential partners or alliances?
3. Can you describe the process of forming a new partnership or alliance, from initial contact to final agreement?



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Post-Sale Customer Support & Services

Analyze, address & resolve after-purchase frustrations and challenges, creating lifelong, value-based customers.

1. How do you define excellence in post-sale customer service and support within your company?
2. How do you ensure your customer service representatives are equipped to handle a wide range of customer issues?
3. What Key Performance Indicators (KPIs) do you use to measure the effectiveness of your post-sale support?

Post-Market Analysis

Evaluate the full product lifecycle, identify the current stage & determine when the company is ready to offer another product or line extension.

1. How do you define the objectives of your post-market analysis?
2. Can you share a key insight gained from your post-market analysis that led to a significant decision or change?
3. What tools or technologies do you utilize for collecting and analyzing post-market data?

Craig T. Ingram is a trusted and validated **Commercialization Effectiveness Strategist** with a wealth of experience in steering the success of medical devices, biotechnology, pharmaceutical, and digital healthcare companies. He and his team at Int'l Commercialization Growth Partners have refined global strategies for startup to multi-million-dollar organizations to get lifesaving solutions in the hands of facilities, providers and patients who need them the most. Named Top MedTech and HealthTech Advisor of the Year in 2024 and a consistent Top Voice in MedTech and HealthTech on LinkedIn and other social platforms, Craig is dedicated to uncovering opportunities for CEO's and passionate healthcare founders to improve and launch the very products that will impact millions of global lives. If you find that one or more of these 10 support beams aren't thriving in your business or need to uncover gaps that may be hidden, connect with Craig at craigt@medicalsalesgrowth.com.

