

Typical Steps of Market Introduction of a Medical Product

Consultants exclusive for Health Care

A Checklist for Product Launch in a foreign Health Care Market

Timeline (Example)

Internal Preparation Phase	Initiation Phase	Build Up (regional) Sales	Get Started in the Market
Business Strategy <ul style="list-style-type: none"> Company Strategy Target for Export-Project 	Market Analysis + Strategy <ul style="list-style-type: none"> Market Entry Strategy Criteria for Partner Market Data Reimbursement Competition Full Market Analysis Adapt Marketing Material 	Prepare Contacts <ul style="list-style-type: none"> Search List Phone Contact + Mail Draft Contract Sales Controlling 	Direct Support <ul style="list-style-type: none"> Accompany Meetings Accompany test phase
Product(s) ready <ul style="list-style-type: none"> Already sold somewhere Approvals (CE) Marketing Material Scientific (Studies) Service Strategy 			
Company ready <ul style="list-style-type: none"> Experience with Export Export Team (internal) Accessibility Complaint Management Training capability 	Value Proposition <ul style="list-style-type: none"> Gains for users Differentiation Pricing Business Case 	Distributor <ul style="list-style-type: none"> Wants easy success Local or countrywide? Wholesaler 	Controlling <ul style="list-style-type: none"> Regular Reporting
		Strategic Partner <ul style="list-style-type: none"> Company with interest in OEM or private label Wants Control Long term 	Complaint Management
			Reimbursement <ul style="list-style-type: none"> Reimbursement Code Ways around (e.g. case by case) Governmental grant for study