

Developing Strong Use Cases with Local Clinical Partners

Leveraging KOL Insights for Target
Education, Product Refinement &
Focused Trade Show Impact



Company Background

Company X, established in APEC, is an AI software innovator that develops solutions for the healthcare industry.

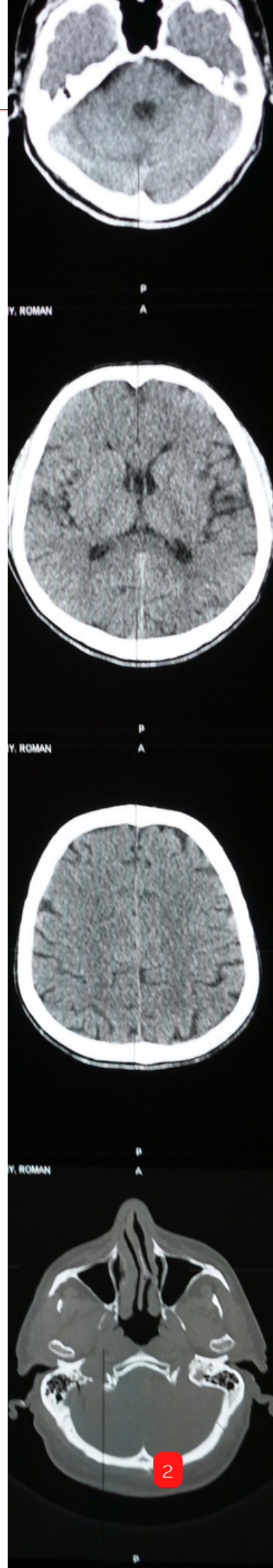
Company X recently received FDA 510(k) clearance to market their product in the U.S. Following this milestone; they approached BDMT Global to acquire direct market insights, gather product feedback, and develop relationships for partnerships in the local market ecosystem with KOLs (Key Opinion Leaders).

U.S. Radiology Industry Dynamics

As the U.S. population ages, the number of people over 65 is growing, alongside a sharp rise in neurodegenerative diseases like Alzheimer's and dementia. These conditions require regular imaging to monitor brain changes, essential for diagnosis, treatment planning, and disease progression tracking. Advanced imaging techniques such as MRI and CT scans help identify early signs of neurodegeneration, making radiologists key players in managing these diseases.

However, the workload for radiologists is becoming increasingly unsustainable. Many radiologists see 150 or more patients daily, often spending long hours interpreting complex images. This high demand, coupled with the precision required for neurodegenerative disease imaging, contributes to burnout. Studies show that 62% of radiologists report excessive work hours as a major cause of burnout, which can negatively impact their well-being and patient care quality.

Further compounding the issue is the widespread shortage of radiologists. More than 80% of health systems report difficulties staffing their radiology departments, according to 2023 data from Imaging Technology News. This shortage intensifies the pressure on existing radiologists, who must take on even higher caseloads. In the context of neurodegenerative diseases, where early detection and regular monitoring are critical, these shortages can lead to delays and errors in diagnosis and treatment.



Despite the potential of AI to alleviate some of these pressures, its adoption in U.S. hospitals remains slow. Many health systems have yet to integrate AI-driven tools into their workflows, leaving radiologists with limited resources to handle their increasing caseloads. While the number of AI solutions is growing, the U.S. market is still in the early stages of adoption compared to APEC countries, where AI integration in healthcare is more advanced and widespread.

To introduce their AI imaging technology in this complex U.S. healthcare market environment, Company X needed a strategic partner who could quickly facilitate end-user testing and KOL engagement.

Challenges

Company X faced four critical hurdles in establishing its presence in the U.S. medical market:

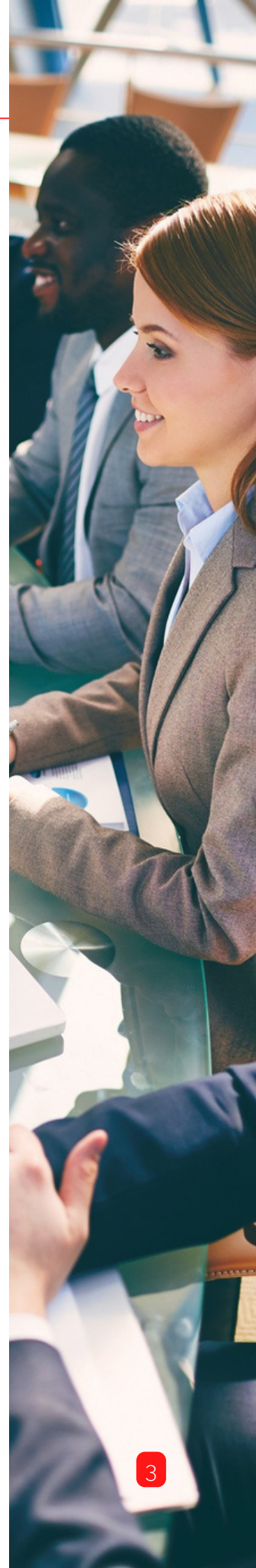
1.Lack of Proven U.S. Use Cases: While their radiology software was FDA cleared, there were no established real-world applications or success stories in the U.S., making it difficult to build credibility.

2.Limited Market Awareness: Company X had not actively engaged in market education or awareness efforts, leaving potential buyers and decision-makers unfamiliar with their solution.

3.Absence of Clinical Partnerships: Without collaborations with U.S. healthcare institutions, they lacked the necessary validation and local endorsements critical for adoption.

4. No Proven U.S. Data: The absence of localized clinical performance data hindered trust and slowed adoption among providers and key stakeholders.

With an upcoming major trade show presenting a time-sensitive opportunity to showcase their technology, Company X needed a strategic partner to facilitate meaningful connections with end users and KOLs in a compressed time frame.



Company X's solution was not yet tested and validated by U.S. end user groups, a critical step in ensuring a product is aligned with the market's expectations. To get their technology directly in front of target end users, Company X partnered with BDMT Global to conduct a KOL testing program around a major industry trade show.

Objectives

BDMT Global's objectives for Company X focused on driving market entry, refining the product through expert insights, and securing strategic opportunities:

- **Lead Business Development & Market Engagement:** Act as an active BD contact to identify, filter, and educate key stakeholders while developing partnership opportunities.
- **Strengthen U.S. Leadership & KOL Engagement:** Intensify outreach to U.S. healthcare leaders, target customers, and KOLs to gather actionable feedback for product refinement and U.S. market adaptation.
- **Secure Strategic Opportunities:** Maximize meaningful touchpoints before, during, and after the trade show to advance key conversations. Create opportunities for live demonstrations and hands-on testing.
- **Drive Market Awareness & Thought Leadership:** Lead market-driven awareness efforts to prepare the industry for future sales and adoption.

Outcomes

BDMT Global provided Company X with comprehensive market entry and strategic services including:

- U.S. Market Landscape and Trend Analysis
- Key Players and Influencers Identification
- In-Depth Competitive Benchmarking, Including Digital Footprint and Online Visibility Analysis



- Internal Brand Audit, Including Web Presence Evaluation
- Go-to-Market Options and Strategies with Inbound Marketing and Lead Generation Focus
- Strategic Digital Growth and Online Thought Leadership Development
- Audience Segmentation and Business Development Recommendations
- Content and Marketing Strategy, Optimized for Digital Engagement and SEO to Create a Fully Functional and Effective Digital Hub
- Positioning and Messaging Recommendations
- KOL Feedback and Potential Use Cases
- Strategic Partnership Opportunities Assessment

Results

BDMT Global's work produced strong results:

1.Direct End-User Engagement and Product Validation from Local and Global Clinical Collaboration Partners:

- Secured 39 high-value meetings for Company X around the trade show (before, during, and after), focusing on product demonstrations and potential research collaborations. BDMT pre-screened and qualified all leads to ensure strategic alignment.
- Led 11 in-depth product testing sessions with diverse imaging stakeholders, including hands-on demonstrations and feedback collection from key roles: General Radiologist, Director of Imaging, Neurologist, MRI Partners (e.g., GE Healthcare and Philips), Brain Researcher/Engineer, Neurosurgeon, Neuroradiologists, Health System Radiology Center, and a Teleradiologist.
- Generated detailed user experience reports and improvement recommendations from key end users.



- Developed targeted educational content based on KOL insights and user testing feedback.
- Strengthened Company X's R&D and collaboration strategy by aligning their solution with U.S. market needs.
- Drove sales-marketing integration by collaborating with the U.S. sales team to refine messaging and outreach.
- Expanded real-time industry engagements at local events on behalf of Company X, growing conversations about their innovation and stakeholder connections in real time.

2. Lead Nurturing - Market Outreach and Engagement:

- Launched a structured CRM system to serve as primary lead nurturing platform, connected to the website as the marketing hub.
- Executed an aggressive ABM campaign to 1,338 contacts in 2 months before the show, including:
 - 558 Neuroradiologists
 - 242 Researchers
 - 167 Specialty Care/Diagnostic Center contacts
 - 57 Neuroradiologists, Neurologists, and Neurology Professors in the trade show vicinity
- Expanded engagement through targeted digital outreach, positioning Company X for long-term pipeline growth.

3. Optimized Inbound Marketing Hub to Increase Visibility and Thought Leadership:

- Secured 5 high-impact media features focused on trade show participation, highlighting real-world applications and user feedback, including an article in Practical Neurology.
 - 2.4 million+ potential reach

- Achieved significant digital presence growth:
 - LinkedIn: 27,029 impressions, 468 engagements, 154 new followers
 - Trade show social media campaign: 7,014 impressions, 97 engagements, 32 new followers
- Engaged press contacts to drive coverage in key industry media:
 - AuntMinnie (790,000 monthly page views)
 - Boston Cambridge Biotech Networks (92,000 monthly impressions)
- Transformed Company X's website into a high-impact, market-driven digital hub to reach and draw in the right targets at all stages.
 - Led website redesign of English website, optimizing page content for U.S. audiences and developing targeted landing pages for key segments, including:
 - 13 main website pages optimized for end user UX and SEO
 - 5 end-user focused blog posts launched
 - 3 case studies developed
 - 1 product fact sheet updated with strategic messaging
 - 1 pitch deck fully revised

These results demonstrate progress in building Company X's network, increasing brand awareness, and establishing initial thought leadership in AI medical imaging, all while efficiently executing a strategic GTM plan. The combination of targeted outreach, content creation, and media coverage has significantly enhanced Company X's visibility and credibility in the U.S. market, moving them toward their goal of obtaining U.S. partnerships.

About BDMT Global

Headquartered in Boston, Business Development & Marketing Transformation (BDMT) Global is led by a group of award-winning experts focusing on specific industries such as life sciences, medical devices, health & wellness, technology, and manufacturing. BDMT Global's outsourced business development (BD) & marketing experts combine the two most critical functions (BD + MT) for companies entering the new market, offering strategic go-to-market, business development, and full marketing execution services since 2014.

BDMT launched DAC (Digitization, Automation, Cross-Industry Collaboration) Global Bridge Series in 2021 to help expedite market expansion by connecting market leaders, global innovators across various industries, and investors through forums, partnering events, local industry events, and pitchfests.



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