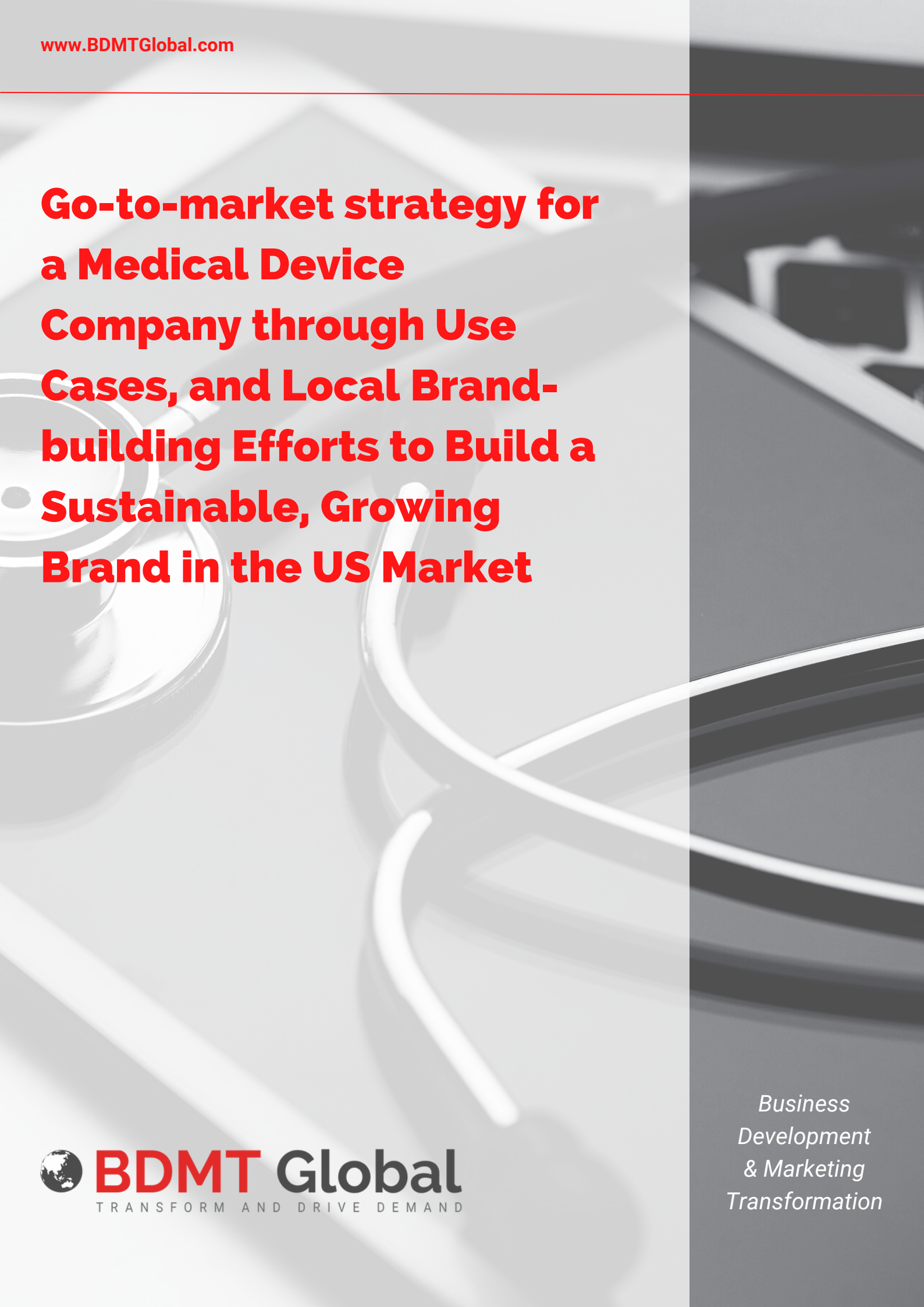
Go-to-market strategy for a Medical Device Company through Use Cases, and Local Brand-building Efforts to Build a Sustainable, Growing Brand in the US Market



BDMT Global
TRANSFORM AND DRIVE DEMAND

Business Development & Marketing Transformation

Challenges

Entering the US market without any local relevance

The company was a developer of state-of-the-art rehabilitation solutions, including medical robots and data-driven telemedicine offerings who wanted to launch in the US market. However, without creating local relevance or a network of references from the US medical community it was difficult for the company to prove its technology in the US. Additionally, the lack of brand awareness made it challenging to garner support from local key targets.

Strategies and Approach

Setting a strong foundation for the Company's GTM strategy for the US market

In order to establish a strong GTM strategy and direction for successful market entry, BDMT leveraged its strong network of doctors and practitioners from the US healthcare industry who were key decision-makers and influencers to validate the company's vision, goals, directions, and gather initial market feedback through primary research interviews.

BDMT established initial relationship-building opportunities through research early on and sought opportunities to provide critical insights that resulted in redefining the primary target audience for a stronger positioning by shifting the focus from stroke patients to sports medicine and **post-elective surgery applications.**

Overall BDMT successfully established strong positioning for the company by shifting from a more general technology-based approach to a specific benefit-to-users approach.

Results and Impact

Successfully leveraged BDMT's US healthcare network to equip the company to build strong connections within the US to create local impact, through use cases, for effective business development efforts starting from a soft launch and expanding nationally

Established a successful GTM direction with a comprehensive BDMT roadmap to enter the US healthcare market by providing a strategic action plan for the top to bottom sales funnel.

Led the company by correctly identifying the primary target and ensuring that it avoided targeting an unsustainable segment from primary research input from BDMT's healthcare network.

Identified a strong market opportunity with sizeable clinical market segments like:

- Clinical Executive: ~450-600
- Patient/Caregiver Persona: 32.5M+ adults
- Orthopedic Surgeon/Orthopedist: 30,500
- Physical Therapists: 265,281
- Administrators: ~450-600
- Sports Medicine* Practices: ~6,500, 20% of which are unaffiliated
- Special Growth Opportunities with Senior Long-Term Care identified with 46 MN Senior Citizens in the U.S. in 2018 and projected to grow to 95 MN by 2050
- Special focus on Medical Equipment Rental identified with potential market size of $5 BN USD.

**Sources can be provided on request*

About BDMT Global

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Headquartered in Boston, BDMT Global is an outsourced business growth and marketing execution team offering strategic go-to-market, business development, and marketing services for international companies trying to break into the U.S. market and other parts of the world.

The company is led by Suzy Im, the Managing Partner of BDMT Global, and Dr. Jake Lee, who has more than 20 years of experience in the US biotechnology and pharmaceutical industries. Suzy is a widely-known name in global business development and an award-winning marketing transformation leader featured in publications such as Fortune Magazine. Dr. Lee's experience spans R&D, process development, product development, manufacturing support, operations, and business development fields at multinational companies in biotech and biopharmaceuticals, such as Pfizer, Lonza, Shire, Amgen, and Takeda. For more information, visit **www.bdmtglobal.com**

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