

The BeginNGS of Newborn Screening Test Market Disruption and Innovation - Core U.S. Soft Launch Strategies Examined

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On June 14, 2022, Rady Children's Institute for Genomic Medicine (RCIGM) announced the soft launch of a novel newborn screening test, BeginNGS. The precision diagnostic tool can test infants for 400 genetic diseases with known treatment options.

If successful, BeginNGS will equip parents and providers to provide immediate treatment for genetic conditions - years before symptoms even appear. In turn, children will face less severe difficulties for conditions down the road through earlier preventative care measures.

Working with research partners, including Alexion, AstraZeneca, Fabric Genomics, Genomenon, Illumina, Inc, and TileDB, the institute is seeking to scale its novel program to fulfill unmet market needs.

In the press release announcing the innovation, RCIGM specifies that their long-term company goal is to make the novel approach "the genetic disease screening standard." The company projects that it will eventually be able to test for roughly 1,000 disorders for 3.7M newborns every year.

The core technology behind BeginNGS is rapid Whole Genome Sequencing (rWGS). The method would enable providers to quickly analyze patients' entire genomes, rapidly flagging medical concerns. After diagnosis, BeginNGS automatically sends collected data to the intelligent Genome-to-Treatment (GTRx) tool.

Using strong technology, the biomedical industry, and patient-centric partners, BeginNGS is already setting a solid foundation for its eventual hard-launch.

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Strategic Inroads - Collaborative Approach Resolves Potential Barriers to Adoption

Collaborating with GTRx has enabled RCIGM to create a closed-loop, simple method for busy practitioners to utilize in their daily workflows. The approach is critical as provider shortages continue to surge in the U.S. market.

Adopting new technologies and processes is already a long road in a market ruled by insurance regulations, local-state laws, and federal protocols. Ensuring that platform introductions can easily integrate into, or improve upon, daily workflows is a necessity. To create these streamlined, value-adding processes, technology developers can seek to work together with additional market players to resolve any potential barriers to market entry in advance.

GTRx reviews the data and provides immediate treatment guidelines to medical providers. Doctors are provided with educational information on genetic conditions and all available treatment options. Rather than conducting additional research to help patients, RCIGM gives practitioners everything they need at the tips of their fingers. Recommended treatment methods include various medical devices, surgery, diet changes, therapeutics, etc., to enable providers to give the best guidance to parents and caregivers of newborn babies.

Beyond partnerships with intelligent technology players, developers can also seek to provide expanded value to practitioners by creating educational assets. In the same suit, developers should stay up to date with the latest treatments and industry innovations related to their specific product. A similar effect can be created, enabling the end users of a platform to access potential next steps rather than starting from scratch quickly.

B2B and B2C Assets to Educate U.S. Market on Ultimate Platform Value(s)

Beyond having an intelligent platform that caters to providers' needs, RCIGM created easy-to-follow educational assets to better connect with both providers and caregivers upon launch.

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Image 1: Provider-Focused Core Technology Overview

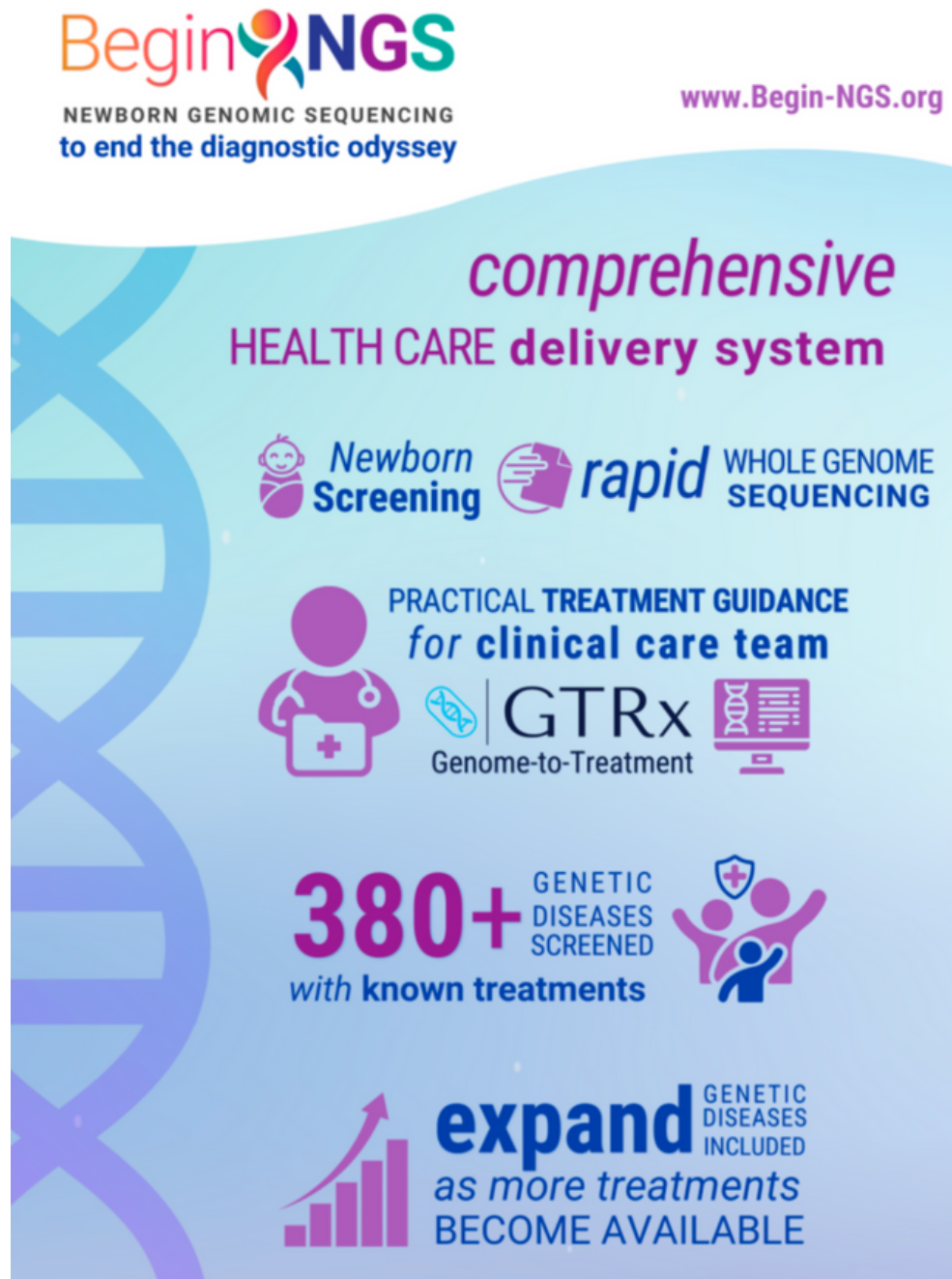


Image 1 Source: Rady Children's Institute for Genomic Medicine

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The infographic above quickly showcases all the significant benefits and differentiators of the BeginNgs platform to US medical professionals. Details are concise and readable. The graphic does not feature heavy text, relying on solid keywords and images to give readers a rapid overview.

Educational assets like infographics can be the initial introductory materials for new prospects. They are easy to digest and serve as an attention-grabbing starting point for relationship building. RCIGM features a CTA in the top right corner to drive readers directly to a [branded, platform-specific landing page](#) once their interest is secured.

All details from upcoming trade shows, press releases, KOL quotes, downloadable content, and beyond are hosted here. Upon landing on the site, audiences can quickly learn everything they need to know about BeginNgs' market offering, participation, and presence.

The page is also oriented toward B2C audiences, such as parents and caregivers.

RCIGM's second infographic (also featured in their soft launch press release) showcases the company's ultimate value: a dedication to the actual patient communities they seek to serve. From the beginning, RCIGM is placing patients, caregivers, and parents at the center of its consortium structure.

All biomedical ecosystem players are featured, showcasing RCIGM's go-to-market approach. The outermost circle features a variety of biomedical ecosystem players, including payers, health systems, diagnostic labs, life science companies, research organizations, regulatory bodies, and government entities. Most are expected as a part of a standard U.S. medical market entrance.

Others featured in the outer ring? Non-profit organizations and patient advocacy groups. Including these parties in a developers' partnership portfolio has become necessary to penetrate the U.S. market.

Image 2: BeginNGS' Patient and Caregiver-Centric Infographic

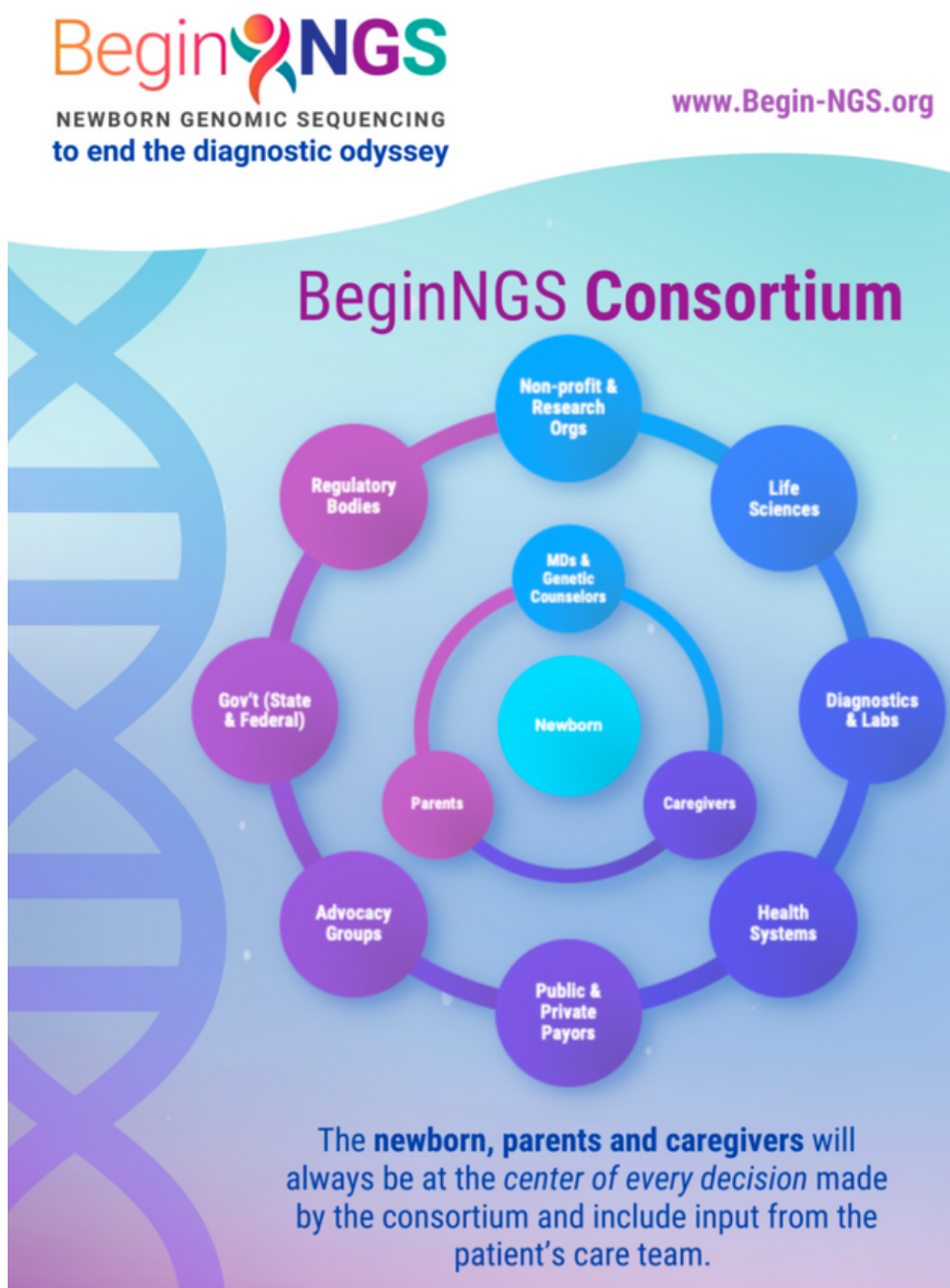


Image 2 Source: Rady Children's Institute for Genomic Medicine

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The technology is for these segments, and thus their feedback is critical. Often developers do not consider patient involvement until commercialization. Placing them at the center of all operations not only communicates strong values to the market but also ensures that changes can still be made to systems to resolve potential barriers ahead of commercialization.

RCIGM's strong pre-launch strategies set the stage for their eventual industry disruption. All vital market entry boxes have been checked from a business development and marketing perspective. BeginNGS is being positioned as a patient-focused platform that can create life-changing value for parents, caregivers, and newborns and expedited workflows for medical providers.

Soft launches are a pre-commercial approach that can help build market credibility in advance, ultimately generating traction potentially years before commercialization. Developers with plans to enter the U.S. market must consider how to best connect with patient communities while also reducing barriers to adoption by practitioners. Multiple players should always be considered and collaborated with within the patient and biomedical ecosystem to launch successfully.

- Content by the BDMT Global Team

If you are interested in potential partnerships and long-term relationships with the companies mentioned in this article or others in the U.S. and/or S. Korea, contact Suzy at sim@bdmtglobal.com.

Suzy Im



As the head of BDMT Global in Boston, Im focuses on accelerating the innovative transformation of global companies. She is a Professor of Marketing and a member of the Advisory Board at Emerson College. Im is also co-founder of Sponsors of the Future, a non-profit organization that leads corporate social responsibility, promoting neurodiversity and inclusion. As a well-known business developer and marketing strategist in the global field for over 20 years, Im merged the two critical global business functions of Business Development (BD) and Marketing Transformation (MT) for the first time. She was recognized for her innovative business model and contribution and received five consecutive awards in the U.S. including the North American Business Awards and TITAN Business Award 2022 in Biotechnology.

