



## Launch Execution Case Study

### **Fortune 50 MedTech Company**

#### **Expand Market Access: Open Asia Pacific Market**

#### **The Client**

Our client delivers an innovative and comprehensive breadth of medical devices, procedural solutions, programs and services for orthopedic and neurological care. The Company operates 6 subsidiaries, and is recognized as the leading orthopedic company in the world.

#### **Our Client's Situation & Challenges**

We were asked to scope the most appropriate pathway to expand a novel orthopedic solution into the outpatient market in Asia Pacific.

The product addresses a large and expanding osteoarthritis and pain market and produces more than \$200mm in annual sales across the European Union and the United States, with Management setting its sights on Asia. Many concerns required resolution that included:

***How do we develop the clinic market when our sales force presence resides in the surgical theater?***

***How entrenched is competing product? What was their path to market?***

***What countries should we concentrate on in what sequence?***

***What product registration and regulatory challenges should be anticipated?***

***Should we acquire in-country partners or create a new sales force?***

#### **How We Helped**

We assigned a multi-disciplined high powered team comprised of international business and clinical experience from the U.S., and expats from Japan, India, China, Malaysia, and Australia to conduct the assignment concentrating exclusively on knee and shoulder indications.

*"This was outstanding work. The sequencing entry into major urban centers in India alone was stellar. Yes, we were biased to China and Japan but the logic employed to enter India first was spot on."*

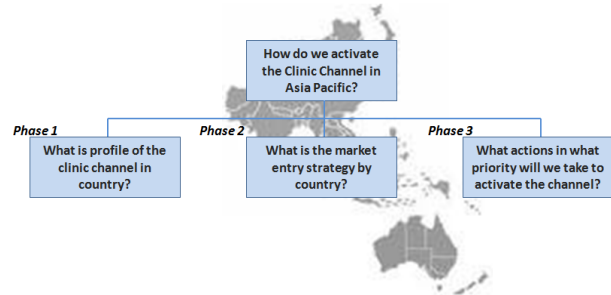
***Director World Wide Market Access***

## The Result

Our work produced the sequence of market entry into this \$1.4 billion marketplace.

### We delivered:

- Country specific profiles
- Clinic Mix and Capacity Characterization
- Physician Base Targets
- Degree of Patient Access
- Affordability and Reimbursement structure
- Distributors and Sales Channel Structure
- The “Written and Unwritten” Rules of the Road for International Entrants
- Market Entry Alternatives
- Initial Design of Channel Management IT



## The StratOps Group Approach

We employed our proven methodology to determine the optimal go to market approach.



### The Structure

- Opportunity Zones
- Market Segments & Sizing
- Business Themes
- Strategy & Plan

### Client Value

- Country profiles: size, epidemiology, access to care
- Physician profiles, City scoping.
- Country specific regulatory structure. Sales channel alternatives.
- Quantified choices, Country sequencing (ROI). Go to Market plan..