



International Business Development
Strategy and Implementation

US STRATEGY & IMPLEMENTATION FOR A GERMAN DIAGNOSTICS COMPANY

Commercial Pathway for an Innovative Clinical Diagnostics Product

Background

- German firm had unique diagnostics instrument and reagent for perioperative monitoring of key hemostasis parameters affecting blood products use. The company wished to evaluate best market development and distribution options for US.

Challenges

- The US market was very different from the European market.
- Established, market savvy distributors were competitors.
- There were concerns that a large multi-national player with strong market presence would not focus on market development.
- The German firm was an SME company and privately funded.

TCG Approach

- Conduct a detailed market assessment.
- Interview leading surgical and anesthesiology KOLs.
- Explore market launch and distribution options.
- Execute an awareness building campaign concurrent to FDA approval process.

Results

- Research showed the market was substantial, yet focused on top 1000 hospitals.
- TCG set up a US subsidiary and undertook hands-on management and customer service for the company.
- Major medical meetings were leveraged to raise awareness of system.
- Research sites were doubled prior to FDA clearance to bolster KOL involvement.
- A dedicated sales force was created to target the top hospitals.

Value Created

- The company is now well underway to creating a US market presence in its field.