

TRAIN AND GO

Train the sales team, schedule HCP webinars and virtual training sessions, roll-out email and marketing automation campaigns.



LAUNCH

1

QA AND GO TO PRINT

QA the site and confirm user experience. Send other materials to print or post to digital hosting platform



2

SET YOUR MARKETING AUTOMATION AND LEAD GEN STRATEGY

Plan out your marketing automation campaigns and lead generation activities. Integrate with sales



4

SUBMIT FOR REGULATORY, LEGAL & MEDICAL REVIEW

Submit everything now for regulatory, legal and medical review and incorporate feedback



6

DEVELOP THE WEBSITE

Now that the wireframes have been finalized and the creative direction has been chosen, leverage those for website construction



7

CONFIRM THE DIRECTION

Choose your creative concept, finalize the messaging and conduct any other voc research. This is the time to bring the medical, legal and regulatory teams into the process

8

BUILD THE WIREFRAMES

Build out the wireframes for your website keeping your audience and positioning in mind



10

IDENTIFY THE AUDIENCE

Identify your customer segments keeping in mind the end-user, purchaser and any influencers that will drive brand uptake



12

SET THE STRATEGY

Review your voice of customer research, conduct a competitive analysis, finalize your positioning



START
HERE

We first published a twelve month medical device launch timeline in February, 2020. But so much as changed in the last three months that it made sense for us to revisit this!

Now that hospitals are opening back up to non-COVID cases, elective surgeries are restarting, and non-emergent patient care is happening, medical device firms are looking to fast track their launches to make up for 'lost time'.

With expedited launch timelines and new digital marketing tactics becoming the norm, we have created a revised POST-COVID medical device launch timeline for your reference.

The Matchstick Group is as always, here at the ready to help you get from a to z. You can visit us at www.thematchstickgroup.com or call Melissa Wildstein at **914-318-7611** to talk about how.

12 WEEKS TO LAUNCH

THE MATCHSTICK GROUP