### TRAIN AND GO

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



### SET YOUR MARKETING AUTOMATION AND LEAD GEN STRATEGY

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



### 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



#### 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



## QA AND GO TO PRINT

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



## 3

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BUILD YOUR DIGITAL PLATFORM Initiate development of any online training (internal or external), eDetailing, and virtual conferences or product showcases



### START EVERGREEN CONTENT DEVELOPMENT

Create your evergreen launch content and collateral including any brochures, sell sheets, videos, animations and site content



### **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



### CREATE THE MESSAGE PLATFORM

Articulate the brand story and product features and benefits. Be sure to weave in how the device solves the varying customer segment needs



### *11* DEFINE THE LOOK & FEEL

Initiate creative concept development and any brand imagery (3D modeling, photography, etc.)



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**