## Practical, Direct, and Strategic New Product Screening and Assessment

Overlaps among current customers, technologies, and diseases should drive better performance for new products

## Customers

- Salesforce call pattern
- Cross-selling | bundling
- Umbrella branding
- Awareness by constituents
- Commercial infrastructure
- Lower cost to serve
- Distribution
- Deep understanding of needs

## Technologies

- •Lower risk
- Faster development
- Intellectual property
- Lower cost of goods
- Installed base
- Customer familiarity (e.g., training, ease of use)
- Awareness by constituents

## Diseases

- Opinion leaders
- Medical associations
- Patient advocacy
- •FDA | other regulatory
- Reimbursement
- Awareness by constituents
- Trained sales & marketing