

## Screeners to Guide Assessment of a New Medical Product

**Clinical Need:** Does the product address a real, currently unmet or poorly met need? Does it do the job better than, or at least as well as, existing products? Exactly which patients will benefit?

**Upside Potential:** Will this product generate significant new revenue, increase profits, improve our competitive position, enhance our reputation, and/or raise our industry profile?

**Customer Acceptance:** Why will customers buy? Will the product be easy and intuitive to use, save procedural time, and/or improve workflow and logistics? Will it be disruptive to current clinical practice?

**Downside Risk:** Will the product attain regulatory approvals and adoption-stimulating reimbursement? When? What's the likelihood of medical error or adverse clinical outcome? Can the product be readily substituted and commercialized by others? How soon?

**Economic Benefits:** Who will benefit financially? Society? Clinicians? Healthcare facilities? Payers? Are these benefits sufficient to alter behavior?

**Time to Market:** When can we get this product to market, and how long will widespread adoption take? What's the opportunity cost of waiting?

**Competition:** Why will customers prefer our offering? Will our competitive position be substantially improved? How and when will our competitors react to this new product?

**Platform:** Will this product serve as a technology platform for a future new line? Will it create an entirely new channel or customer segment for us?

**Resource Needs:** What level of investment will be required, and for how long? What will be our opportunity cost? What other initiatives must be sacrificed?

**Intangibles:** Do we want greater patient recognition and access? Will this product provide them? Does this new product exercise our most important strengths? Does it minimize our limitations? What other advantages and disadvantages should be considered?

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