

## business and marketing consulting services

the dd+p group provides medical device manufacturers with comprehensive business and marketing consulting through all stages of product lifecycle. We offer a wide array of services, both strategic and tactical, that can be customized to help increase your efficiency and productivity, ultimately expanding your capacity to execute and deliver on critical tasks.



### business development

- care path and procedure assessments, market characterizations
- financial analyses, in- / out-licensing opportunity assessments, go / no-go decisions
- product evaluations and forecasts, clinical and economic value analyses, reimbursement analyses

### new product development

- evidence generation strategies
- portfolio analyses, competitive assessments and positioning, market surveillance
- pre-launch planning, adoption models, sales forecasting, launch metrics
- product design requirements, product validation, new product evaluations

### product commercialization

- brand management & marketing strategies (segmentation / targeting / positioning)
- competitive landscape assessments
- digital marketing support
- marketing, promotional & communication strategy
- pricing strategies
- product launch planning & execution
- promotional claims, collateral development, copy review support
- reimbursement strategies

### why partner with dd+p

Our team's years of multidisciplinary experience in the medical device industry allow us to act as a natural extension of your team, providing you with significant advantages:

- deep understanding of your industry and environment
- seamless integration, regardless of project stage
- proficiency in addressing your day-to-day tactical needs as well as bigger strategic questions
- rapid turn around time without sacrificing quality

dd+p offers business and marketing consulting services on a project-by-project basis and / or as ongoing support staff.

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## about the dd+p group

The dd+p group is a business and commercialization consultancy providing strategic and tactical services for medical device manufacturers. These services include general business and marketing consulting, market research and data analytics. The company's multi-disciplinary expertise, seamless integration and adaptability enable clients to pinpoint growth opportunities, gain actionable insights and increase work throughput. Corporate clients include Johnson & Johnson Vision Care, Ethicon, Verib Surgical, Medtronic, DePuy Synthes, GE Healthcare and others.