



Go-to-Market (GTM) Strategy Services

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Background

Developing a go-to market strategy for healthcare can be an extremely difficult proposition. The nature and structure of healthcare markets mean that strategies without in-depth expertise and understanding or those developed from other markets or countries frequently fail. Vendors must consider the following when approaching the UK or European markets:

- Growth Strategy (organic or acquisition)
- Sales and Marketing Strategy
- Product portfolio viability
- Market sizing (such as Total Addressable Market) exercises
- Competitive analysis and landscape
- Regional and national policy, regulation and reimbursement nuances

Challenge

Vendors of all sizes must align all parts of their corporate strategy to the markets they are looking to sell into. Within the UK and Europe there are many regional and national differences in healthcare that must be understood to develop more successful strategic processes. Areas that vendors need to understand are:

- **Stakeholder assessment and alignment** – Who are the stakeholders and regional and national bodies in the chain of procurement that need to be engaged and managed?
- **Policy, compliance and regulation** – What are the overarching regional and national policies and compliance hurdles that apply to your area of interest?
- **Procurement and Reimbursement** – What are the ways in which your customers get reimbursed in public or private healthcare and how will your product be procured?
- **Competitors and Market Viability** – Who are the main competitors in your area of interest and what is the expected Total Addressable Markets for your product?
- **Sales and Marketing** – Given all of the above, what is your on-the-ground sales strategy and what steps are needed to enact this and what marketing content do you need to support this?

Solution

At the AbedGraham Group we have consulted dozens of the largest technology companies in the world on their strategic positioning. Our clinical background and real-life experience can be distilled into three main offerings:

- **Growth and Acquisition** – For companies looking at aggressive market expansion we can advise on the pros and cons of organic versus acquisition sales strategies, determine addressable market sizes and shortlist and vet prospective acquisition targets as appropriate.
- **Defined Strategic Projects** – For any of the above areas, we can enact quick, effective strategic reviews to plug any gaps in a particular go-to market strategy. Priority areas can be reviewed, with our expertise completing the areas that are outstanding.
- **Full Strategic Assessments** – For vendors selling into healthcare for the first time, selling to the UK or Europe for the first time or venturing into a different vertical within healthcare, we can provide an exhaustive end-to-end review of all the requisite strategic points that need to be considered for a particular product set or market.