

PROVEN MARKETING INNOVATION THAT DRIVES RESULTS



Foresight Marketing believes medical product or service companies can increase financial performance, enhance competitive positioning, and expand demand with strategic marketing. Use Foresight's expertise to deliver these benefits to you.

Contact Foresight Marketing when you're ready to ...

- Assess new product market potential
- Integrate value-enhancing customer requirements into new product design
- Obtain insightful qualitative market research to improve decision-making
- Commercialize new-to-the-world technology opportunities
- Optimize customer knowledge to develop impactful value propositions and messaging that drive results
- Successfully enter new markets with existing products and services
- Grow existing business with more effective and efficient marketing campaigns
- Design and implement medical symposia, webinars and clinician education programs
- Improve competitive positioning, strategic management, and tactical response

Engaging with Foresight Marketing provides your company with a focus on marketing and marketing research that complements your in-house capabilities

Get the Right Answer with the Right Question

Foresight Marketing has extensive experience creating and implementing primary and secondary market research

- Market assessment
- New product concept exploration
- Product feature customer feedback
- Positioning and message testing
- Customer satisfaction

“Our company was embarking in a new disease area. I hired Steve to help us better understand the market. His thorough market assesiment exceeded my expectations.”

Patricia Newman
Sr. Director
Global Market Access



GlaxoSmithKline

Innovative marketing drives the clinical utility of medical products into higher customer demand.

Clinical data is the foundation for Foresight Marketing's message and campaign development. The result is product positioning that best matches the clinician perspective and encourages message acceptance.

- Positioned a larger peritoneal dialysis container into an improved dialysis adequacy tool
- Applied nutritional assessment tool that predicted surgical outcome probability into a nephrology nutrition assessment
- Re-targeted a technology designed for cardiologists to nephrologists, enabling successful integration into their clinical practice

“Steve advances the market opportunity and implements successful commercialization plans within available resource limitations.”

Michael Minarich
CEO



 **Foresight**
Marketing

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