

Using marketing to drive medical product clinical utility into high customer demand

A recent survey indicated that 80% of CEOs are unhappy with their marketing return on investment. Foresight Marketing designs and implements innovative and effective marketing projects that deliver a positive ROI.

At Foresight Marketing, we believe any medical product or service firm can significantly improve financial performance through effective marketing. This doesn't happen by applying cookie-cutter marketing solutions. We know every company's marketing challenge is unique. So, we take the time up-front to discover our client's marketing needs and challenges before designing a solution.

Our clients can expect cost effective:

- Customer engagement
- Market penetration acceleration
- Revenue and profit increases

Marketing Innovation Grounded in Clinical Understanding

Foresight Marketing is grounded in the medical sciences, which means we understand the clinician perspective. This allows us to develop innovative product positioning that better fits a clinical need and create compelling marketing programs to drive sales growth.

Some examples:

- Positioning a larger peritoneal dialysis container into an improved dialysis adequacy tool
- Introducing a new-to-the-world sterile protein solution for protein-malnourished home patients
- Identifying the new opportunity and successfully commercializing a product that never gained acceptance from cardiologists into a new market
- Establishing KOL conferences on topics such as a) patient dosing and b) nutrition

With our understanding of clinician needs and issues Foresight Marketing's messaging garners greater acceptance by medical professionals.

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

Michael Minarich
CEO

Companies contact Foresight Marketing when they want to ...

- Grow existing business through improved market planning, branding, positioning, messaging and marketing programs
- Commercialize new-to-the-world product opportunities
- Assess new product market potential
- Enter new markets with existing products
- Obtain highly insightful qualitative market research for better decision-making
- Integrate value-enhancing customer requirements into new product design
- Improve competitive positioning
- Design and implement medical symposia & clinician education programs

Market Intelligence

It's hard to get the right answer if you don't ask the right question. Foresight Marketing has extensive experience creating and implementing market research protocols to gather the facts. We are experienced in primary and secondary research, qualitative and quantitative methodologies.

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

Patricia Newman
Sr. Director, Global Market Access



About Us

- **Steve Garchow has been President of Foresight Marketing since 2008**
- **Steve has successfully directed more than 40 US and International healthcare commercial marketing campaigns**
- **Steve is known for his: in-depth knowledge of the healthcare industry; creative approach to solving critical marketing issues; effectively devising and executing plans to overcome market challenges; and for uncovering customer needs which drive the development of superior products**



Engaging Foresight provides your company with deep marketing experience and expertise that may not be available in-house.

Learn more at:
www.foresight-consultinginc.com
Contact us at:
steve@foresight-consultinginc.com
(224) 520 - 0506