

Value Proposition Development

Deloitte helps MedTech companies access and define their value proposition



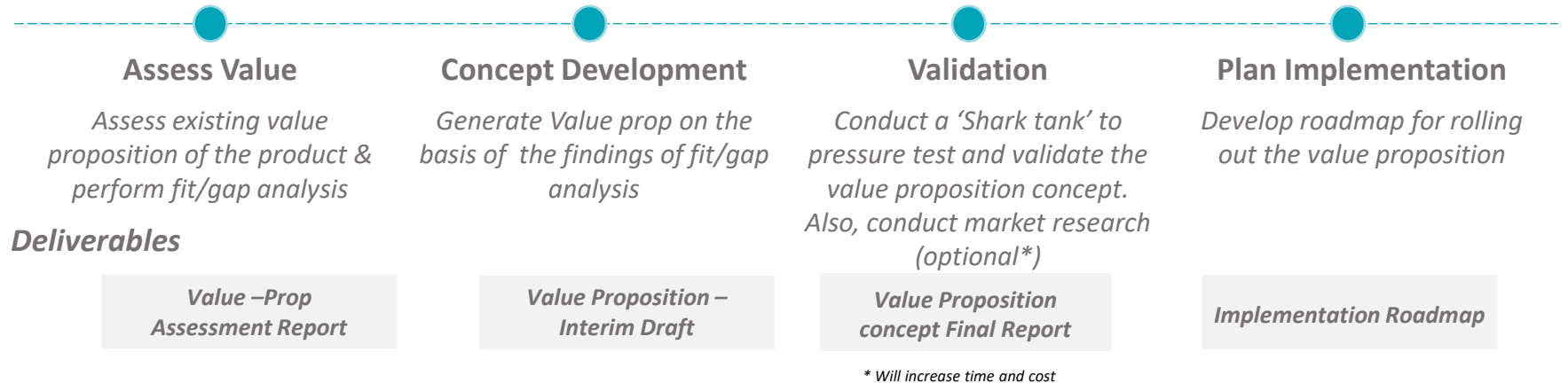
Value Proposition is paramount for success for product launch

In the ever-changing environment, value proposition is becoming the center-piece for commercial function in medical devices companies, as they strive to deliver differentiated value and strengthen customer relationships.

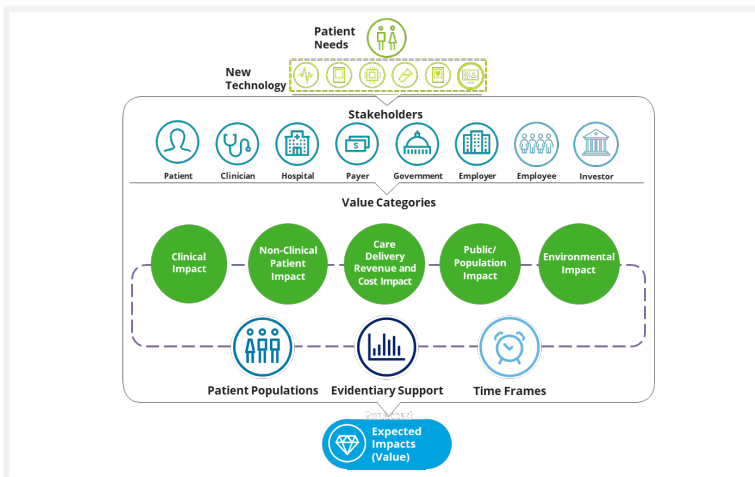
- 1 A value proposition is needed to differentiate your product**
In absence of correct value propositions, products are unable to demonstrate differentiated value leading to low adoption
- 2 Value can be communicated to an expanding group of decision-makers**
Clinicians are no longer the sole decision maker for purchase for an IDN/ hospital
- 3 Value propositions can help prevent underpricing**
Absence of well-defined value proposition for a medical devices has often resulted in underpricing of the solution
- 4 You can use a value proposition to take advantage of changing adoption criteria**
Financial and economic impacts have become equally important criteria as clinical efficacy when it comes to adoption

Deloitte can help

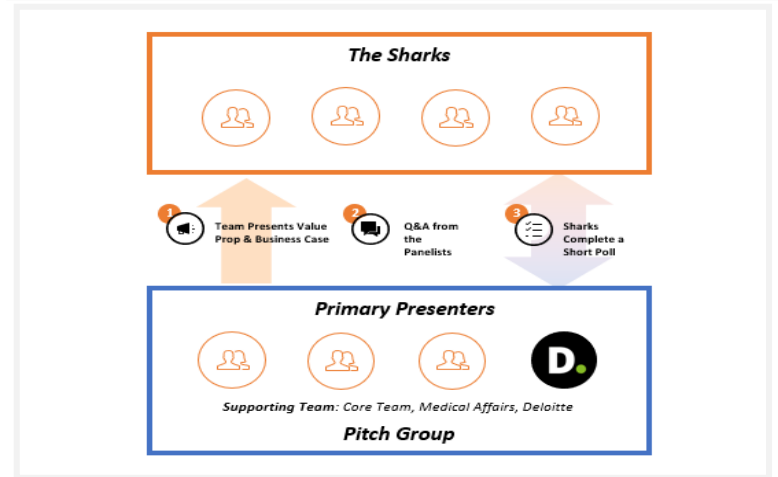
Over the course of **6-8 weeks for \$175K –\$200k**, Deloitte will follow a 4-step process to define & create a plan to achieve your value:



The Value Framework co-created by Deloitte & AdvaMed



Our Shark Tank Acceleration Lab



Why Deloitte?

- Developer of AdvaMed value framework**
AdvaMed launched a **Strategic Value Initiative**, in collaboration with **Deloitte**, to develop principles and an approach for assessing the value of medical technologies that can be adopted by Medtech companies, health systems, payers, and other stakeholders
We are the **thought leader in Value Based Care (VBC)**, helping the industry rethink the value ecosystem
- Expertise in MedTech value proposition development**
We have been advising Medtech clients on the value proposition and implementation journey for over a decades
- Leader in value-based care transformation**
We have worked to design, build, and execute **value-based care (VBC)** models for **diverse clients** across our health plan, provider, **MedTech**, biopharma and employer sectors
Our **ecosystem perspective** allows us to **deliver executable strategies** with knowledge gained from others' experiences with the challenges of **VBC transformation**, and position our clients to win across new cross sector business models and collaborations
- Advisor to provider value analysis committee**
Deloitte's provider practice experts **regularly advise provider value analysis committees and contracting / procurement committees** while they make **MedTech purchase decisions**
Our engagement partners **have also served as interim Chief Supply Chain Officers / Chief Procurement Officers at leading IDNs**

Get in touch

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