

## U.S. GO-TO-MARKET STRATEGY DESIGN FOR WEARABLE TECHNOLOGY IN HEALTHCARE

Our client, a Europe-based start-up developing wrist wearables for vital signs and heart monitoring, sought support to prioritize its market segments and design its U.S. go-to-market strategy

### 1. REVIEW THE COMPANY'S TECHNOLOGY AND SELECT THE RELEVANT CONDITIONS



Alira Health's team analyzed the product portfolio highlighting areas of excellence and gaps



We identified the conditions addressable with the existing sensors through a comprehensive screening of past and ongoing clinical studies



This process enabled us to define, rank, and select the conditions holding the highest disruptive potential, considering patient pool, disease impact, competitive intensity, and clinical development feasibility

### 2. ANALYZE EACH SELECTED CONDITION, USE CASE, AND ASSESS THE CLIENT OFFERING



The team described the conditions characteristics, stakeholders, patient journey, and diagnostic arsenal



We sized both the procedural market by leveraging the Current Procedural Terminology (CPT®) codes, and the device market using a competitive analysis and epidemiological insights



This analysis allowed us to formalize the distinct use cases and define the value proposition the company should adopt for each of them



We evaluated the willingness to use and pay for the client solution from target customers and payers (either end-users or public/private insurances)

### 3. DEFINE GO-TO-MARKET STRATEGY, ROADMAP AND BUSINESS CASE



Alira Health prioritized the use cases by combining the market criteria with feasibility and access considerations



... and calculated the total addressable market for the selected use cases and recommended business lines



We modeled a dynamic 10-year topline and EBITDA forecast with pricing scenarios per business line



With these inputs, we defined the entire strategic roadmap covering operational requirements including recruitment, procurement, promotion, and clinical studies

