

DANIKA LEWIS

Healthcare Commercialization Readiness Review

Market research and customer insights for clearer decisions.

I help healthcare product and service teams turn market research and customer insights into clearer commercialization decisions. This focused review identifies the next decisions and evidence needed to move forward.

WHO IT IS FOR

Medical device, diagnostics and healthcare technology teams considering a new offer, launch, repositioning or portfolio decision.

A FOCUSED STARTING POINT

One product or service, one priority market and one decision to support. We review your existing materials and research, speak with agreed internal stakeholders, and discuss the findings.

WHAT WE EXPLORE

Target customers and buyers; available voice-of-customer (VOC) evidence; positioning and value proposition; key competitors and alternatives; go-to-market readiness; and whether a SWOT analysis exists or needs to be developed or updated.

WHAT YOU RECEIVE

An evidence and assumptions summary; a positioning and value proposition review; a prioritized gap list; and a recommended next-step plan.

FLEXIBLE SCOPE

Broader support can span upstream marketing, commercialization and full lifecycle management. New research, market sizing, financial modeling, collateral and implementation are scoped separately. Fees, timing and availability are agreed after scoping.

LET'S DISCUSS YOUR NEXT DECISION

lewis.os.contact@gmail.com