

Product Launch Readiness Audit

A 12-POINT DIAGNOSTIC FOR MEDTECH, DIAGNOSTICS & HEALTH TECHNOLOGY LAUNCHES

Most launch plans are strong on strategy but may be weak on readiness. Market analysis, positioning, and sales training are usually covered. However, governance, market access, supply, and the plan for what happens after 90 days are often assumed and where launches tend to stall.

Score each item below as Ready, Partial, or Gap. Sections marked **COMMON GAP** are the steps most often missing from otherwise complete launch plans. If you see three or more Gap marks in those sections, it's a sign to pause the timeline conversation and fix the foundation first.

Checklist	Ready	Partial	Gap	Notes
1. Market & Competitive Intelligence				
Market size, growth, and obtainable share quantified by region	☐	☐	☐	
Competitive landscape mapped with feature/perception comparison	☐	☐	☐	
SWOT and competitive threat scenarios documented by region	☐	☐	☐	
Voice of customer research completed within the past 12 months	☐	☐	☐	
2. Product & Regulatory Readiness				
Regulatory clearances and timelines confirmed by geography	☐	☐	☐	
Labeling, IFU, and promotional review process in place	☐	☐	☐	
All planned claims limited to cleared indications	☐	☐	☐	
Phase-out/transition plan defined for any previous product version	☐	☐	☐	
3. Segmentation, Targeting & Positioning				
Customer segments defined by behavior and influence, not specialty alone	☐	☐	☐	
Target account and HCP list built and tiered	☐	☐	☐	
Positioning statement tested against top competitors	☐	☐	☐	
Full decision-making unit mapped: clinician, VAC, procurement, administration	☐	☐	☐	
4. Value Proposition, Messaging & Claims				
Value proposition articulated per stakeholder, not just per product	☐	☐	☐	
Benefit ladder connects features to clinical and economic outcomes	☐	☐	☐	
Claims matrix built with substantiation and testing plan	☐	☐	☐	
Global messaging includes a local market adaptation layer	☐	☐	☐	
5. Clinical Evidence & Health Economics COMMON GAP				
Evidence generation plan spans pre-launch through post-market	☐	☐	☐	
Health economics claims matrix ready for value analysis committee	☐	☐	☐	
Publication and podium strategy sequenced with launch milestones	☐	☐	☐	
6. Pricing, Reimbursement & Market Access COMMON GAP				
Pricing strategy modeled against reimbursement by geography	☐	☐	☐	
Coding and coverage pathway confirmed	☐	☐	☐	
GPO, IDN, and distributor contracting strategy defined	☐	☐	☐	
VAC submission package complete before sales training begins	☐	☐	☐	

Checklist	Ready	Partial	Gap	Notes
7. Launch Governance & Objectives COMMON GAP				
Launch objectives tied to measurable critical success factors	☐	☐	☐	
Cross-functional RACI assigns an owner to every workstream	☐	☐	☐	
Stage gates and go/no-go criteria defined and scheduled	☐	☐	☐	
Executive sponsor and escalation path named	☐	☐	☐	
8. Forecast & Supply Readiness COMMON GAP				
Demand forecast includes sales and non-sales units (e.g. samples, evaluations)	☐	☐	☐	
Inventory build and distribution plan confirmed against forecast	☐	☐	☐	
Order-to-cash process tested before first shipment	☐	☐	☐	
Supply risk triggers and contingency plans documented	☐	☐	☐	
9. Sales Enablement & Channel Readiness				
Training covers pre-work, live certification, and post-launch reinforcement	☐	☐	☐	
Objection handling built from competitive and customer insight	☐	☐	☐	
Distributor and international channel enablement included	☐	☐	☐	
Customer service and field support trained before launch day	☐	☐	☐	
10. Marketing Communications & Demand Generation				
Integrated communications plan phased from pre-launch through retention	☐	☐	☐	
Digital demand generation and HCP digital engagement included	☐	☐	☐	
Congress strategy includes lead capture and follow-up workflow	☐	☐	☐	
Internal launch plan covers employees, board, and investors	☐	☐	☐	
11. KOL, Advocacy & Customer Engagement				
KOL engagement plan spans advisory boards through podium/webinar presentations	☐	☐	☐	
Limited market release designed to capture structured feedback	☐	☐	☐	
Society and advocacy engagement mapped to the launch timeline	☐	☐	☐	
12. Measurement, Risk & Lifecycle Planning COMMON GAP				
Launch dashboard tracks leading indicators, not just revenue	☐	☐	☐	
Win/loss and post-launch customer input to refine positioning and messaging	☐	☐	☐	
Competitive response scenarios prepared with defined triggers	☐	☐	☐	
Handoff from launch mode to growth marketing owned and dated	☐	☐	☐	

READING YOUR RESULTS: Mostly Ready: your plan is launch-grade; pressure-test the COMMON GAP sections with someone outside the core team. Mixed Partial: sequence the fixes against your regulatory and revenue timeline before they compete for the same 90 days.

Multiple Gaps? The fastest path is a focused working session to prioritize overcoming the hurdles to launch. Boost MedTech runs that session as a 90-minute Positioning Sprint, free for early-stage teams.