

Redefine the product

NEXT:

BUILD NEXT GENERATION PRODUCTS

- **Virtually scale clinical teams** by developing support for products and services that augment or are additive to in-clinic teams.
- **Seamlessly blend your product** and any connected product capabilities into existing clinical workflows
- **Consider changing quality and regulatory processes** by looking at sustainable changes to balance patient safety risk amongst manufacturers, users, and regulatory authorities.
- **Assemble targeted innovation networks** that center around the user—cut across your marketing, research and manufacturing function and reach out to start-ups and alliance partners.