



## Case Study

### *“New Product Launch”*

## Marketing – Medical Device Company

### **Situation**

Medical Device Manufacturer purchased a high-level disinfection/sterilant technology with 510K approval. The device was not compatible with their FDA-approved main plant and equipment. A second smaller site in another state had been recently acquired, but was in the process of being upgraded to GMP guidelines and ISO certifications. In addition, R&D and Quality Assurance qualification functions were yet in another state. The organization spent several months processing and surfacing problems regarding potential options while sales and marketing requested dates for the promised new revenue without success.

### **Opportunity**

Provide the leadership to immediately create a critical decision process to deliver the product launch.

### **Approach**

Our associate was named program director with the goal to create a definitive option, plan and timeframe for a commercial launch. A cross-functional team located in 3 states was created. To develop the plan, all key team members were brought to a 3-day meeting and obtained consensus on accountability and reporting while identifying existing and new resources needed to get the job done. On Day 3, the entire team presented the comprehensive plan and request for necessary resources to the corporate executive team for their financial support and prioritization within their departments.

### **Result**

All project streams were completed on or before schedule. Summary results were available on a daily basis providing immediate course corrections and maximizing business opportunities. The widely publicized rewards program launched on schedule realizing multi-million annual returns.

“By helping everyone identify the critical project elements, the associate was able to bring clarity where we previously had chaos. It was amazing how much energy was generated by this process.”

*CEO – Medical Device Company*

### **Compass Heading – Critical Focus**

***Waypoint project directors understand that is a wealth of options that bog down project teams. They are skilled at using an 80/20 rule process, identifying the critical few issues that create the maximum progress and benefit for the project. With this clarity of critical focus, your team is off and running again.***