



“Thanks to the validated ASPEN™ methodology, I own a clear roadmap, ready to drive the new product launch.”

## ASPEN™, a validated medical device launch process.

*A bespoke MedTech product launch process ensuring speed, quality and market access awareness.*

CRESCOMED designed a proprietary methodology to support commercial leaders in charge of a new product launch.

The ASPEN process is based on the following fundamentals:

- Cross-functional collaboration
- Early Market Access awareness
- Applying best practices
- Disciplined execution using a complete toolbox
- Measuring results

# CRESCOMED

## What the ASPEN™ process can do for you.

*The ASPEN package is comprised of a combination of training, mentoring, coaching and a large practical toolbox. Your product launch lead will be primed to kick off the internal preparations and will be accompanied during all the critical steps.*

Before the roll-out of the method, an intense intake session is held to ensure maximum customisation.

**Training:** Getting all stakeholders on the same page and fluent in the ASPEN methodology under the guidance of the product launch lead.

**Coaching:** Frequent coaching sessions with the launch leader to ensure successful navigation of the product launch process.

**Mentoring:** CRESCOMED has more than 20 years experience with medical device launches and offers relevant insights.

**Toolbox :** The ASPEN package comes with a large collection of templates and documents that can be applied immediately, saving valuable time, and harmonising the approach.

**Review cards:** At critical time points along the product launch process, check-points are defined. Using proprietary Review cards the launch leader can facilitate cross-functional review meetings to assess the progress.

**Examples of tools:** SWOT, Patient Flow, Account segmentation, Sales Force readiness, Reimbursement - Funding - Access strategy, Price-value-map.

Contact us now for a free orientation and quote: [info@crescomed.com](mailto:info@crescomed.com) or call Alain on +32 473.93.56.31 (CET)

---

### Why CRESCOMED?

*CRESCOMED is specialised in sales and marketing excellence, and commercial process development and implementation. As a true boutique consultancy firm, we work closely with a small number of selected Clients at any one time. We can tap into an international pool of privileged partners when needed.*