

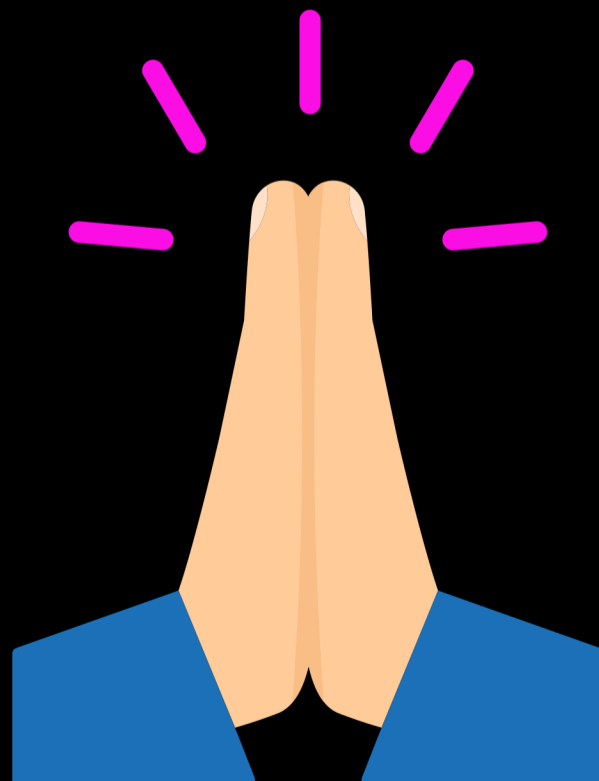
DIY

**MEDTECH
BRAND
STRATEGY**

Create your Minimum Viable Strategy (MVS)

**Before doing any
design work, align on
your brand strategy
and story.**

Don't just chase the glitz!



Or you end up with "blah"

Weak copy

"Transforming patient outcomes"

"Re-defining pain therapy"

"A complete solution for heart failure"

Or you end up with "blah"

Lame visuals



Because without a brand strategy, you will:

- Blend into a sea of sameness
- Confuse your audiences
- Fail to be compelling
- Be forgettable

And don't blame your designers...

NEWSFLASH

IT'S YOUR FAULT

You have no strategy,
your brief is bad and
you chose designers &
writers who don't know
better

SO LET'S CHANGE THAT

Your DIY Minimum Viable Strategy (MVS)

 1 Purpose

 2 Positioning

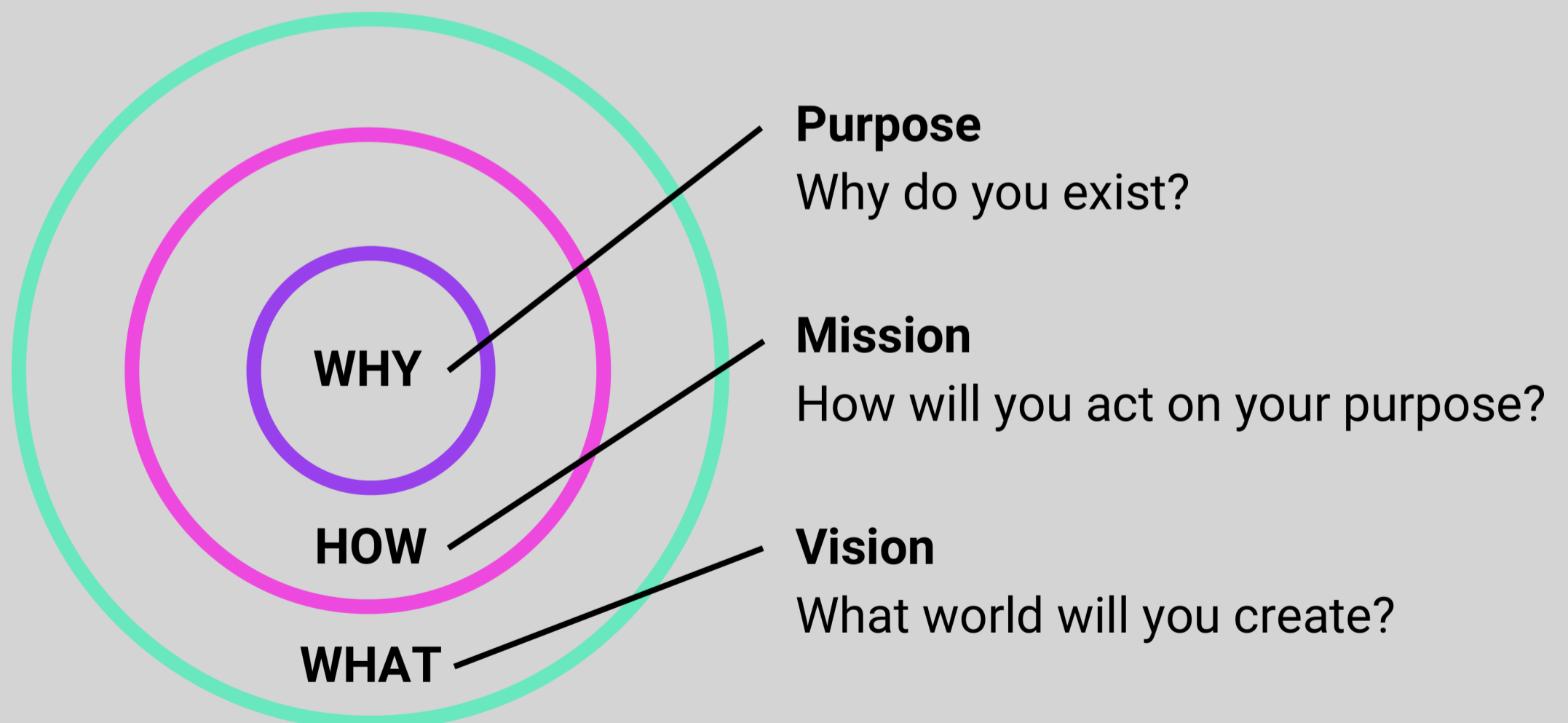
 3 Personality

1

PURPOSE

This is the core of your organization. When everything is stripped away, what are you trying to achieve other than making money?

You need a statement that grounds the organization. If it's a purpose, great. If it's a mission, fantastic. You don't need to fill in all the blanks and have multiple statements. Just one will do.



GENERATE

Gather the leadership team and answer these questions. Individually, then share with the group.

- What is something in your category that upsets you?
- What is something you wish all physicians understand?
- What do you uniquely believe in?
- What does the organization need to do every day to accomplish its goals?
- Why do you exist beyond making money?
- Describe the new world when your work is "done"

Push for emotional language!

MASHUP

Highlight the answers that are relevant and emotive. Then start building your statement.

Examples:

- In business to save our home planet
- Accelerating the world's transition to sustainable energy
- Spread ideas, foster community and create impact
- A world without Alzheimer's and all other dementia

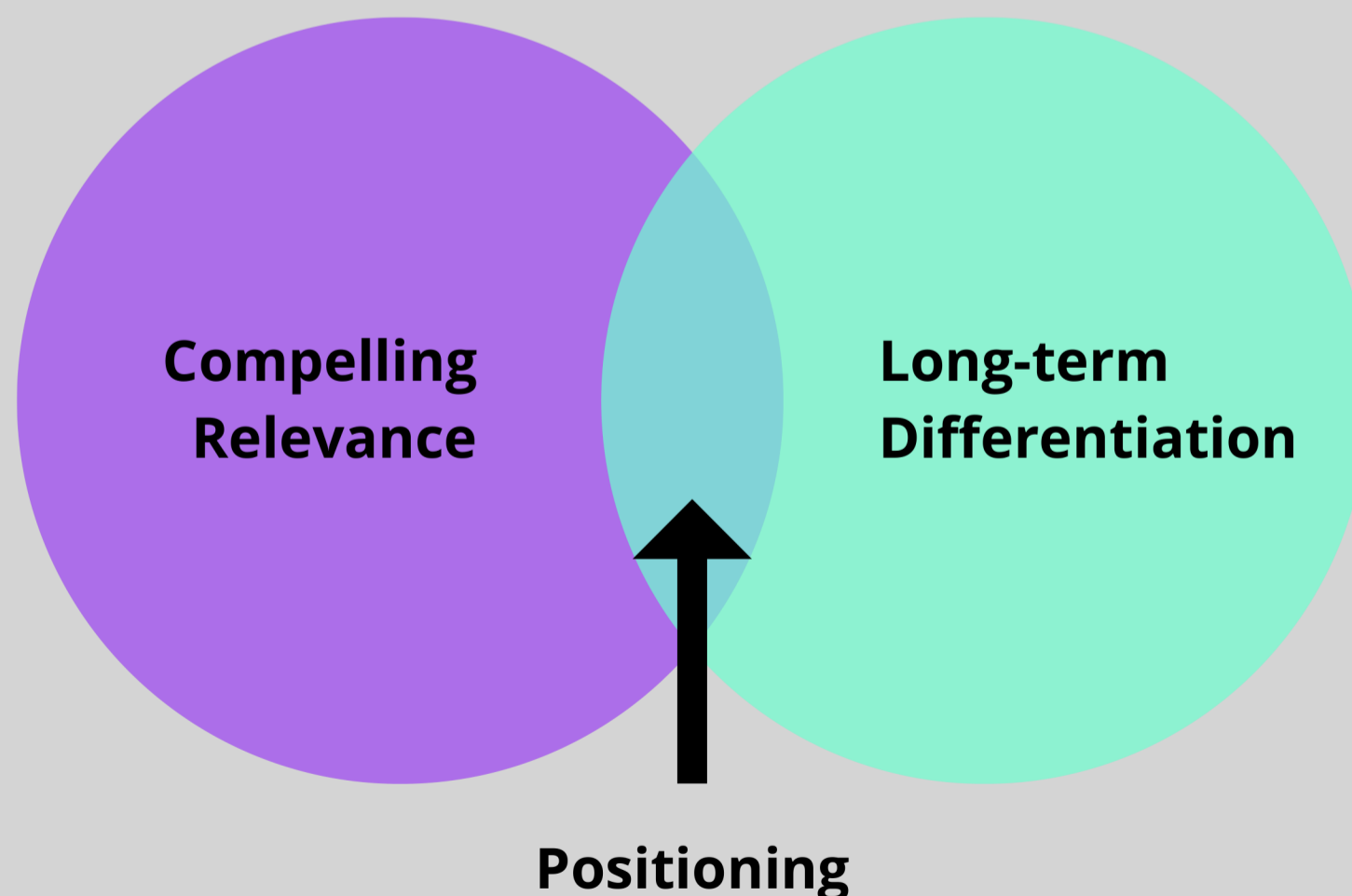
Resist the urge to write more than you should!

2

POSITIONING

This is the space you want to own in the mind of the target audience. When they hear the name of your company, what pops up in their mind?

A strong positioning strategy needs to fulfill two fundamental criteria: **Compelling relevance** (what does your target audience need?) & **Long-term differentiation** (what makes you unique in the long run?)



TERRITORIES

Typically, Medtech companies position themselves in these areas:

- **WHO: Culture**
- **WHAT: Disease area**
- **HOW: Technology**
- **WHY: Purpose**

Lean into one territory so the tip of your spear is sharp

WHO: CULTURE

The truth? Your people are not that special. It's the environment you create.

- Are you willing to do more/ do different for your people?
- Are you willing to be quirky?
- What are you doing for your employees that is truly one of a kind?
- What is a quirk from the founder that can drive an entire culture?
- Is there a story about the company that is often repeated? What is it and why?

Collect ideas about your current and aspirational culture.

WHAT: DISEASE AREA

Is the Medtech focused on a specific disease area? At least in the next few years?

- Do you want to double down on a specific disease area?
- What unique solution or value are you bringing to this space?
- What are the emotions around this disease area?
- How committed are you to the space?
- Is there a symbol of commitment that would be appropriate?

Ideate how to become a unique beacon for this disease.

HOW: TECHNOLOGY

I sure hope it's not Koolaid.

- Explain the tech to a 5th grader
- Explain the tech to an adult
- Explain the tech to a doctor
- Why does it matter? Truly? To the patient?
To the Doctor? To the Health system?
- How is the technology different?
- What does it enable?
- What does it mean today and tomorrow?
- Why has no other company created this platform?

Communicate "SO WHAT" before
"HOW IT WORKS".

WHY: PURPOSE

If the Why is big enough,
emotional enough and unique
enough, it might just be enough!

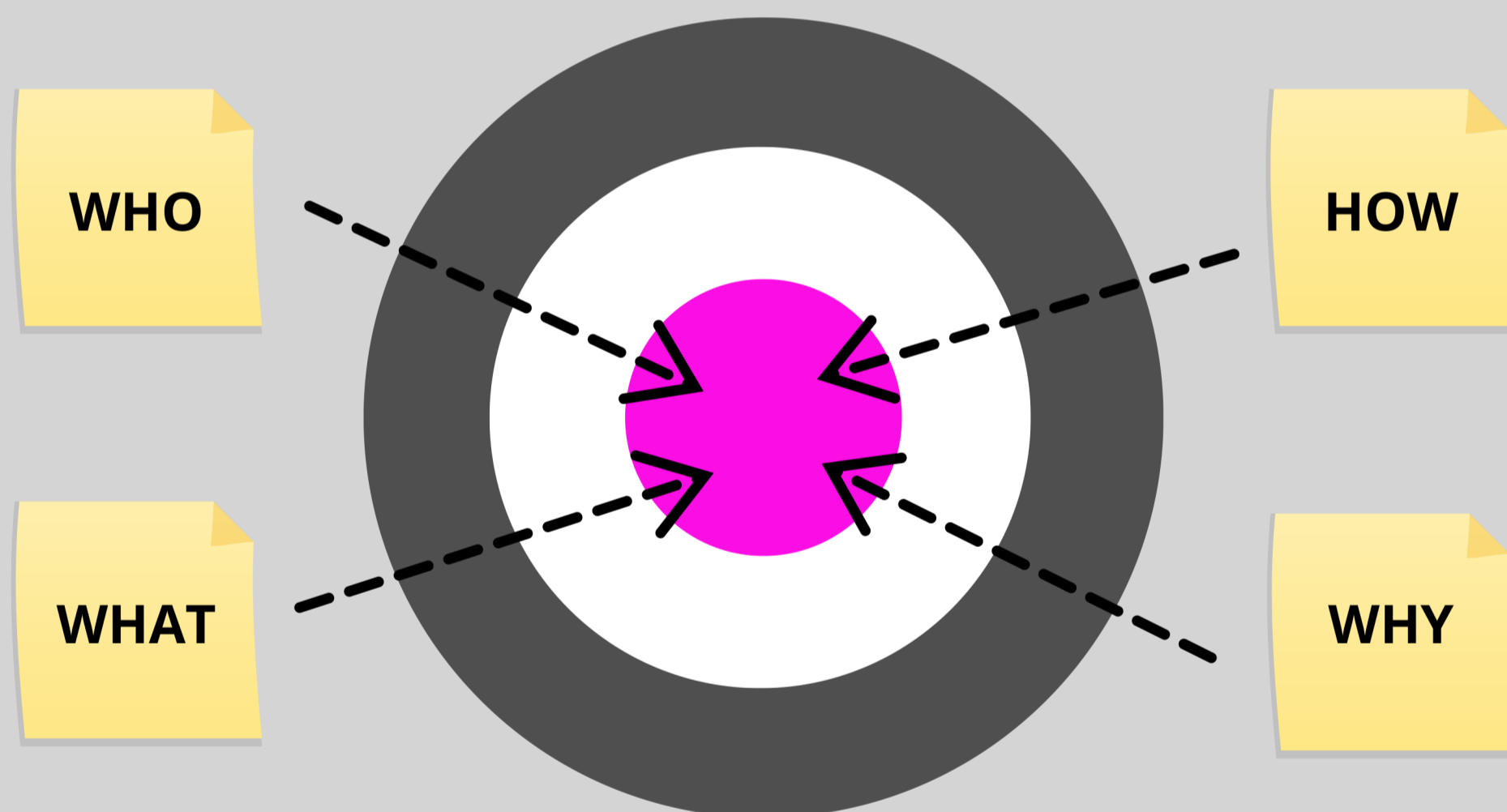
- Are you willing to do more than make medical devices to live this purpose?
- How so? What activities are planned?
- Would your peers or audiences be impressed by your purpose?
- Does the purpose connect uniquely to your company? Is it believable?

A powerful purpose can be memorable and guide the brand.

THE BULLSEYE

The territories do overlap, but which one works the best?

Compelling relevance & Long-term differentiation



You can say everything, just not all at once - what's the lead?

3

PERSONALITY

How do you want to look, to sound, to feel? Treat your organization like a character behave accordingly.

Brand archetypes help define the personality of your organization and those you will attract.



IF YOUR MEDTECH WAS A PERSON...

1. Each member of the working group to pick a character that reflects the Medtech's personality (take liberties here, this is not an academic exercise!)
2. List out 3-5 personality traits that you feel embody the company (see next page for a list of traits)

Build an interesting character,
someone whom you would love
to meet in real life.

PERSONALITY TRAITS

Accessible

Activist

Agitated

Analytical

Atypical

Benevolent

Bold

Brave

Calm

Challenging

Charismatic

Cautious

Classic

Cold

Compassionate

Compliant

Constant

Creative

Decisive

Detached

Driver

Elegant

Energetic

Enthusiastic

Extrovert

Fair

Firm

Flexible

Free-thinking

Friendly

Generous

Genuine

Hard-working

Helpful

Humble

Imaginative

Improviser

Impulsive

Inoffensive

Insightful

Introvert

Inventive

Laid-back

Logical

Loyal

Mature

Methodical

Modest

Neutral

Observant

Open-minded

Passionate

Patient

Peaceful

Persuasive

Planner

Playful

Positive

Practical

Protective

Prudent

Rational

Rebellious

Reserved

Resourceful

Respectful

Responsible

Romantic

Sage

Self-critical

Sensitive

Sentimental

Serious

Sexy

Social

Solitary

Sophisticated

Spontaneous

Strong

Studious

Subtle

Sweet

Supporter

Teacherly

Trusting

Understanding

Warm

Wise

Youthful

PUT EVERYTHING UP ON A WALL

1. Align on the top 3-5 traits
2. Make sure the traits can exist together
(NOT conservative & rebellious)
3. Pick ONE core brand archetype and TWO sub archetypes that exemplifies the Biotech's personality



EXAMPLE

CONGRATS!
NOW HAND IT ALL TO
YOUR DESIGNER

Your DIY Minimum Viable Strategy (MVS)

Don't forget about
writing a brief...

BRAND IDENTITY

The MVS should be sufficient to drive the creative process for your visual brand identity. Details like timelines, # of options, absolutely no-go colors can be included.

CREATIVE CAMPAIGN

This is how you tell the Medtech story.

GET: Target audience segment

WHO: How they see the world today

TO: A new way to think, feel or do

BY: Communicating an 'aha'

Too much work?
Doesn't make any sense?

Then you shouldn't DIY

**GO HIRE A
BRAND
STRATEGIST**

Guess what? I know
someone...



Brennan Marilla  · 1st



Chief Commercial and Operating Officer at Ossio, Ltd.

April 1, 2022, Brennan was Howie's client



All LinkedIn members

On



Howie is one of the top branding experts in the med-tech space...period. He is able to weave strategy, messaging, and communications into a cohesive results oriented approach. I have worked with Howie on a number of branding projects and direct to consumer campaigns that greatly benefited from his deep expertise in combining healthcare and technology know-how to achieve the desired outcomes. Additionally, he is an authentic and fun guy to work with that practices ownership and candor. I highly recommend him to any employer or client that wants to partner with a talented winner who delivers.

Healthy Brand

Ready to build a brand your
peers envy? Let's go.



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