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HOW TO
guide.

A product playbook *framework.*

Great healthcare products don't reach patients if they *don't know about them.*

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INTRODUCTION

The Product Playbook Framework is an essential strategic tool designed specifically for healthcare marketing professionals. It creates seamless alignment between marketing and sales teams by transforming complex clinical and product claims into clear, compelling narratives. This framework will help you to:

- Ensure messaging remains coherent and consistent across markets and channels.
- Ensure messaging is regulatory compliant and streamline approval processes.
- Strengthen your product storytelling.
- Empower your team to communicate effectively.
- Drive demand and enhance product adoption in the complex healthcare landscape.

The following pages will guide you through a step-by-step process to build a comprehensive product marketing strategy, from identifying your market and understanding how your product(s) fit with and stand out in it, to crafting compelling messages that resonate with stakeholders.

From
BROADCASTING
to Problem Solving

Initially, companies focused largely on themselves, broadcasting their features and capabilities. The language used was technical and overlooked customer's specific needs.

FOR INSTANCE: **"OUR WIDGETS ARE ADVANCED, WITH HIGH-SPEED CAPABILITIES AND DURABLE CONSTRUCTION."**

From
PROBLEM-SOLVING
to Personalisation

Over time, messaging has evolved to focus more on customers' needs. Companies began identifying the problems customers might face and offering solutions. The language became relatable, emphasising the benefits over features.

FOR INSTANCE: **"TIRED OF SLOW, UNRELIABLE WIDGETS? OUR ADVANCED WIDGETS PROVIDE HIGH-SPEED PERFORMANCE AND DURABILITY, INCREASING YOUR EFFICIENCY."**

Our Goal:
PERSONALISATION

Now, messaging is tailored to resonate with customers' needs, goals, and aspirations. We view our offerings as essential tools for their success.

FOR EXAMPLE: **"AS A BUSY PROFESSIONAL, YOU NEED RELIABLE TOOLS. OUR HIGH-SPEED, DURABLE WIDGETS ENSURE YOUR WORK IS DONE EFFICIENTLY, HELPING YOU STAY AHEAD IN YOUR CAREER."**

01

Understanding *your market.*

1.1 TOTAL ADDRESSABLE MARKET (TAM):

What it is:

Your Total Addressable Market (TAM) represents the complete set of potential customers who could benefit from your healthcare product or service. It outlines the maximum market potential and informs where you should focus your strategic efforts and resources.

Why it matters:

A clearly defined TAM sets realistic expectations about potential market opportunities and allows your marketing team to allocate resources more effectively.

Example:

For a surgical robot designed for knee replacements, your TAM includes all hospitals and specialised orthopaedic clinics performing knee replacement surgeries in your target regions.

How to create this:

1. Identify all potential healthcare settings where your product could be used.
2. Research the number of facilities in each setting.
3. Determine the total number of procedures/treatments your product could support.
4. Estimate the potential market value based on pricing and adoption rates.

Template questions:

- What clinical settings could benefit from our product?
- How many facilities exist in our target markets?
- What is the annual procedure/treatment volume our product could address?
- What is the potential market value?

1.2 MARKET SEGMENTATION:

What it is:

Market segmentation divides the TAM into smaller, clearly defined distinct groups based on shared characteristics such as demographics, behaviours, geography, or psychographics. In healthcare, segments are typically grouped by:

- Healthcare settings (acute care hospitals, outpatient clinics, etc.).
- Medical specialties (orthopaedics, cardiology, etc.).
- Sub-specialties within broader medical fields.

Why it matters:

Segmentation provides clarity about the different needs, priorities and unique challenges each group faces, making your marketing targeted and more effective.

Example:

A medical device for chronic wound care might segment its market into:

- Acute hospital wound centres (high-acuity, complex cases).
- Community-based nursing services (home care, lower complexity).
- Outpatient wound care clinics (mixed complexity, high volume).

Each segment has distinct clinical needs and purchasing behaviours.

How to create this:

1. List all potential segments within your TAM
2. Evaluate each segment based on:
    - Size and growth potential.
    - Accessibility.
    - Clinical needs and pain points.
    - Purchasing processes.
3. Prioritise segments based on alignment with your product benefits and company strategy.

Template questions:

- What distinct groups exist within our total market?
- How do clinical needs differ across segments?
- Which segments face the most significant challenges our product solves?
- Which segments have the strongest financial potential?

02 Defining *your customer.*

2.1 DECISION-MAKING STAKEHOLDER MAPPING:

What it is:

Stakeholder mapping identifies who influences buying decisions within each market segment. Healthcare purchasing typically involves multiple roles with varying levels of influence.

Why it matters:

Understanding this stakeholder network is crucial for strategic communication and achieving internal advocacy within healthcare organisations.

Example:

For a new diagnostic imaging system, key stakeholders might include:

- Head radiologist (primary clinical influencer).
- Procurement manager (budget controller).
- Radiographers (daily users).
- Finance director (ROI validator).
- IT department (integration considerations).

How to create this:

1. Identify all stakeholders involved in the purchasing process
2. Map their roles and responsibilities
3. Define their level of influence (primary decision-maker, influencer, veto power)
4. Document their key priorities and pain points

Template:

Stakeholder Role	Level of Influence	Primary Concerns	Key Pain Points
[Role]	[High/Medium/Low]	[List concerns]	[List pain points]

2.2 IDEAL CUSTOMER PROFILE (ICP):

What it is:

Your Ideal Customer Profile transforms stakeholder understanding into a detailed, relatable profile of your primary decision-maker. It brings clarity about who you're communicating with, their professional challenges, motivations and what influences their decisions.

Why it matters:

A clearly defined ICP helps marketing teams visualise and empathise with key individuals, enhancing targeted communication and deepening engagement.

Example:

ICP: Dr. Emma Jones, Orthopaedic Consultant

- **Demographics:** 45 years old, 15 years in practice, works at a large teaching hospital.
- **Professional goals:** Improve patient recovery times, maintain professional reputation, balance clinical excellence with efficiency.
- **Daily challenges:** Time pressure, keeping up with evidence, managing patient expectations.
- **Information sources:** Specialty journals, professional conferences, trusted colleagues.
- **Decision drivers:** Evidence-based outcomes, patient satisfaction, efficiency gains.

How to create this:

1. Identify your primary decision-maker from your stakeholder map.
2. Research their typical background, responsibilities and challenges.
3. Conduct interviews with customers who fit this profile (if possible).
4. Document their professional and personal motivations.
5. Identify how they prefer to receive information and make decisions.

Template sections:

- Professional background and role.
- Daily responsibilities and challenges.
- Key performance indicators they're measured on.
- Information sources they trust.
- Decision-making process and preferences.

02

Defining *your customer.*

2.3 CIPSS ANALYSIS:

What it is:

CIPSS Analysis is a structured framework that differentiates between your customer's overarching challenges, minor issues, significant problems, visible symptoms and potential solutions. It helps distinguish between what customers merely appreciate (issues) versus what they'll actually pay to solve (problems).

Why it matters:

By distinguishing between challenges, issues and true problems, you can focus your messaging on addressing meaningful pain points that drive purchasing decisions rather than minor inconveniences. This ensures your marketing resonates with real customer needs and demonstrates tangible value.

Example:

For a patient monitoring system in critical care:

CIPSS Element	Description
(C) Challenge	Improving patient outcomes while managing limited critical care resources.
(I) Issues	Clinicians spending time manually recording vital signs.
(P) Problems	Delayed recognition of patient deterioration leading to preventable complications.
(S) Symptoms	Increased length of ICU stays. Patient safety incidents during staff handover. Alarm fatigue from multiple disconnected monitoring systems.
(S) Solution	Integrated continuous monitoring system with AI-powered early warning algorithms and automated documentation.

How to create this:

1. Start with the overarching challenge that drives your customer's daily work.
2. List observed difficulties, then categorise them as either issues (inconveniences) or problems (significant barriers).
3. For each problem, document the observable symptoms that indicate its presence.
4. Map your solution to the specific problems, not just the symptoms or issues.
5. Validate this analysis with subject matter experts and customer interviews.

Template structure:

- **Challenge:** The customer's overarching mission or goal (what drives them).
- **Issues:** Minor inconveniences that cause frustration but don't drive purchasing decisions.
- **Problems:** Significant obstacles directly impacting the customer's ability to meet their challenge.
- **Symptoms:** Observable indicators that the problem exists.
- **Solution:** How your product addresses the core problems (not just symptoms).

02

Defining *your customer.*

2.4 PROBLEM MAPPING:

What it is:

Problem Mapping builds on your CIPSS Analysis to provide a detailed picture of the key problems experienced by your ICP and target segments. It systematically documents current approaches, their limitations and the practical implications of these problems.

Why it matters:

This structured mapping forms the basis for developing your value proposition and positioning, ensuring your marketing directly addresses meaningful and recognised problems.

Example:

For surgical workflow management software:

Problem	Current Solution	Limitations	Impact
Surgical delays	Manual scheduling	Inefficient, error-prone	Reduced OR utilisation, staff overtime
Instrument tracking	Paper checklists	Time-consuming, incomplete	Missing instruments, procedure delays
Case documentation	Post-procedure notes	Retrospective, often incomplete	Compliance risks, poor data quality

How to create this:

1. Use the problems identified in your CIPSS analysis (not the issues).
2. Research current approaches to solving these problems.
3. Document limitations of existing solutions.
4. Quantify business and clinical impact where possible.
5. Prioritise problems based on severity and alignment with your solution.

Template structure:

- Problem description (from CIPSS analysis).
- Current approach/solution.
- Limitations of current approach.
- Business and clinical impact of the problem.
- Priority level (high/medium/low).

03 Defining *your product value.*

3.1 FEATURE HIERARCHY (KANO MODEL):

What it is:

The Kano Model helps you categorise product features based on customer satisfaction, identifying which features are:

- **Must-haves:** Basic expectations that cause dissatisfaction if absent.

- **Satisfiers:** Features that increase satisfaction proportionally to their implementation.

- **Delighters:** Unexpected features that create high satisfaction.

Why it matters:

This model helps prioritise which features to emphasise in marketing and which provide true differentiation.

Example:

For a patient monitoring system:

- **Must-haves:** Accurate vital signs measurement, alarm system, HIPAA compliance.

- **Satisfiers:** Battery life, screen size, integration with EMR.

- **Delighters:** AI-driven predictive alerts, customisable dashboards, mobile viewing options.

How to create this:

1. List all product features.
2. Survey or interview customers to rate:
   - Satisfaction if feature is present. - Dissatisfaction if feature is absent.
3. Plot features on the Kano grid.
4. Categorise each feature.

Template structure:

Feature	Category	Customer Impact	Marketing Priority
[Feature]	[Must-have/Satisfier/Delighter]	[Impact description]	[High/Medium/Low]

3.2 FEATURES AND BENEFITS MAPPING:

What it is:

Features and Benefits Mapping clearly links each product attribute to a practical benefit that addresses a specific need or challenge identified in your ICP.

Why it matters:

This mapping ensures your marketing focuses on outcomes rather than specifications, showing customers how your product solves their problems.

Example:

For a medication management system:

Feature	Benefit	Problem Addressed
Barcode scanning	99.9% medication administration accuracy	Medication errors
Mobile access	Real-time updates from any location	Communication delays
Customisable alerts	Prevents missed doses and interactions	Patient safety risks

How to create this:

1. List all product features from your Kano Model.
2. For each feature, identify the direct benefit it provides.
3. Connect each benefit to a specific problem identified in your Problem Mapping.
4. Validate these connections with customer feedback.

Template sections:

- Feature description (what it is).

- Benefit statement (what it does).

- Problem addressed (why it matters).

- Supporting evidence (how we know it works).

03

Defining *your product value.*

3.3 OVERALL VALUE PROPOSITION:

What it is:

Your Overall Value Proposition synthesises key benefits into a compelling promise that speaks directly to your ICP's most pressing needs. It succinctly states how your product improves outcomes or addresses significant challenges. It describes what sets you apart from your competition and summarises why a customer would buy your product or service.

Why it matters:

A strong value proposition serves as the foundation for all marketing communications and helps differentiate your product in a crowded marketplace.

Example:

We help orthopaedic surgeons improve patient outcomes and reduce revision rates by providing real-time, AI-powered surgical guidance that increases procedural precision and consistency.

How to create this:

1. Review your ICP's primary needs and challenges.
2. Identify the 2-3 most powerful and relevant benefits from your Features & Benefits section.
3. Craft a statement using the formula: "We help [ICP] achieve [key outcome] by [unique approach]".
4. Test your statement with customers or internal stakeholders.

Template formula:

WE HELP [X] DO [Y] BY DOING [Z]

X = your primary customer.

Y = the outcome they want to achieve.

Z = your (unique) approach or solution.

If the solution is genuinely unique, then the value proposition can be stated as: **Our [offering] is the only [product category] that helps X do [Y] by doing [Z].**

04

Aligning *with stakeholders.*

4.1 STAKEHOLDER BENEFIT MAPPING:

What it is:

Stakeholder Benefit Mapping aligns your product's specific benefits with the needs and priorities of stakeholders beyond your primary ICP.

Why it matters:

Clearly mapping these benefits ensures communications resonate at all stakeholder levels, enhancing internal advocacy and product adoption.

Example:

For a hospital resource management system:

Stakeholder	Key Priorities	Product Benefits
Chief Nursing Officer	Staff satisfaction, patient safety	Reduced administrative burden, fewer errors
Finance Director	Cost management, resource utilisation	15% reduction in overtime, improved asset tracking
IT Director	System integration, security	Standard HL7 interfaces, HITRUST certification

How to create this:

1. Use your stakeholder map to identify all relevant decision influencers.
2. Research the priorities and challenges for each stakeholder role.
3. Match specific product benefits to each stakeholder's priorities.
4. Validate these connections through stakeholder interviews or feedback.

Template structure:

- Stakeholder role and responsibilities.
- Key performance indicators they're measured on.
- Primary challenges and pain points.
- Product benefits that address their specific needs.
- Supporting evidence for these benefits.

04

Aligning *with stakeholders.*

4.2 STAKEHOLDER BENEFIT HIERARCHY:

What it is:

This section ranks stakeholder benefits based on their strategic importance and impact on the buying process, prioritising which benefits to emphasise with each stakeholder group.

Why it matters:

By clearly prioritising the benefits that matter most to each stakeholder group, your messaging becomes sharply focused and impactful.

Example:

For the CNO reviewing a nursing workflow solution:

1. **Primary benefit:** 22% reduction in documentation time.
2. **Secondary benefit:** Improved HCAHPS scores through increased bedside time.
3. **Tertiary benefit:** Enhanced staff satisfaction and retention.

How to create this:

1. Review your stakeholder benefit mapping.
2. For each stakeholder, rank benefits based on:
   - Alignment with their primary responsibilities.
   - Impact on their key performance metrics.
   - Relative importance in their decision-making process.
3. Limit to 3-5 prioritised benefits per stakeholder.
4. Validate rankings through customer feedback.

Template structure:

Stakeholder	Benefit Priority 1	Benefit Priority 2	Benefit Priority 3
[Role]	[Primary benefit]	[Secondary benefit]	[Tertiary benefit]

4.3 STAKEHOLDER-SPECIFIC VALUE PROPOSITIONS:

What it is:

Stakeholder-specific Value Propositions translate prioritised stakeholder benefits into tailored statements that speak directly to each group's individual motivations and concerns.

Why it matters:

Each tailored proposition ensures stakeholders see clearly why the product benefits their specific role, responsibilities and challenges.

Example:

For a surgical robotics system:

- **Surgeon proposition:** "We help orthopaedic surgeons achieve consistent, precise outcomes while reducing physical strain by providing robotic-assisted technology with real-time feedback and customisable workflows."
- **Hospital Administrator proposition:** "We help hospital administrators improve surgical department profitability by providing robotics technology that increases procedure volume capacity while reducing complications and length of stay."

How to create this:

1. Use your stakeholder benefit hierarchy to identify the top 1-2 benefits for each stakeholder.
2. For each stakeholder, follow the value proposition formula: "We help [stakeholder] achieve [key outcome] by providing [unique approach]".
3. Ensure each proposition addresses the stakeholder's specific priorities.
4. Test propositions with actual stakeholders when possible.

Template structure:

- Role-specific value proposition statement.
- Supporting evidence points (2-3 bullet points).
- Suggested messaging applications.

05

Regulatory *foundation.*

5.1 CLAIMS MATRIX:

What it is:

A Claims Matrix organises and documents the evidence-backed links between product features and their promised benefits, ensuring each claim is supported by robust evidence such as clinical trials, publications, or approved research data.

Why it matters:

This matrix supports credibility, informs regulatory alignment and provides reliable proof points for positioning in the highly regulated healthcare environment.

Example:

For a wound care product:

Claim	Supporting Evidence	Approval Date	Allowable Variations
"Reduces healing time by 40%"	Smith et al., 2023 (RCT, n=120)	03/15/2024	"Speeds healing by up to 40%"
"Lowers infection rates"	Johnson Clinical Study #2756	01/10/2024	"Helps reduce risk of infection"
Case documentation	Post-procedure notes	Retrospective, often incomplete	Compliance risks, poor data quality

How to create this:

1. Compile all marketing claims from your features and benefits mapping.
2. Document the specific evidence supporting each claim.
3. Verify regulatory approval for each claim.
4. Note any approved variations in language.
5. Review with legal/regulatory teams.

Template structure:

- Specific claim language..
- Evidence source (study name, publication, data)
- Evidence type (RCT, observational, lab, etc.).
- Approval information.
- Approved variations.
- Usage restrictions.

06

Go-to-market *strategy.*

6.1 MARKETING POSITIONING:

What it is:

Marketing Positioning defines your product's unique competitive space, differentiating it explicitly from competitor offerings based on validated claims, key differentiators and value propositions. A positioning statement should describe your product and your target audience. It should also demonstrate how your product provides a solution to a problem. Further, it includes your value proposition and details what makes you different from your competitors.

Why it matters:

Effective positioning demonstrates why your product represents a better solution than available alternatives for specific customer needs.

Example:

Unlike current insulin pumps that require manual adjustments, OmniFlow is the only system that automatically adjusts insulin delivery based on real-time glucose monitoring, reducing night-time hypoglycemic events by 87% while simplifying patient management.

How to create this:

1. Review your value propositions and claims matrix.
2. Analyse key competitors and their positioning.
3. Identify your product's unique strengths and differentiators.
4. Create positioning statements using the formula: "Unlike [competitive alternative], [your product] is the only [product category] that [key differentiator], which delivers [key benefit]".
5. Validate positioning with customer feedback.

Positioning vs. Value Proposition:

Aspect	Value Proposition	Positioning Statement
Audience	Customer-focused	Competitor-focused
Purpose	Communicates value to customer	Communicates differentiation from competition
Usage	External & internal communication	Primarily internal strategy
Level of detail	Concise, benefit-focused	Detailed, evidence-driven

Template structure:

- Primary positioning statement.
- Key differentiators (3-5 points).
- Competitive comparison matrix.
- Positioning proof points (from claims matrix).

06

Go-to-market *strategy.*

6.2 MESSAGING MATRIX:

What it is:

The Messaging Matrix outlines how to effectively communicate your product's value to various healthcare stakeholders. It provides a framework that includes core messages and supporting points tailored to different audiences.

Why it matters:

Consistent, stakeholder-specific messaging ensures your marketing communications remain aligned, compliant and effective across all channels and touchpoints.

Example:

For a hospital infection control system:

- **Core Message:** "Hospital-acquired infections can be reduced by 60% through our AI-powered environmental monitoring and alert system."

Supporting Messages by Stakeholder:

- **Infection Control Specialists:** "Real-time pathogen detection across all hospital environments with automated documentation for regulatory compliance."
- **Hospital Administrators:** "Reduce HAI-related costs by an average of $3.2M annually while improving quality metrics and patient satisfaction."
- **Environmental Services:** "Prioritise cleaning activities based on risk assessment, with 40% less time spent on documentation."

How to create this:

1. Start with your core value proposition as the central message.
2. Use stakeholder-specific value propositions to create tailored supporting messages.
3. Develop 3-5 key proof points for each supporting message.
4. Ensure regulatory compliance by cross-referencing with your claims matrix.
5. Prioritise messages based on stakeholder influence and communication channels.

Template structure:

- Core message (universal value proposition).
- Primary audience segments.
- Segment-specific supporting messages.
- Key proof points for each message.
- Messaging do's and don'ts.
- Sample applications (headlines, key visuals, etc.).

07

Product *storytelling.*

Product storytelling transforms your market analysis, customer insights and product value into a compelling narrative that crafts an aura of authenticity which resonates with stakeholders on both rational and emotional levels.

7.1 ORIGIN STORY:

What it is:

The Origin Story narrates how your product came to be, focusing on the user experience challenges it was designed to address and the thought process behind its development. The SPQR framework is useful for constructing the Story:

- **Situation:** the pre-existing conditions.

- **Problem:** an event, an inciting incident that creates a desire to change the situation.

- **Question:** how can the problem be solved?

- **Response:** what we did to solve the problem and avert failure in the future.

There should also be an answer to 'So What?' which should include how the situation was changed for the better or even 'lives transformed' which relates to the audience's (stakeholders') values and priorities.

Why it matters:

An engaging origin story humanises your product and enhances its marketability by demonstrating a deep understanding of and commitment to the healthcare user's journey.

Example:

NurseFlow was born from the frustration of Emma Chen, an ICU nurse who spent 40% of her shift documenting instead of providing patient care **(Situation)**. After witnessing critical delays caused by documentation burden **(Problem)**, Emma partnered with clinical workflow experts to reimagine nursing documentation from the ground up **(Question)** - creating a solution designed by nurses, for nurses **(Response)**.

How to create this:

1. Interview product designers, developers and early users.
2. Document the specific healthcare challenges that inspired the product.
3. Highlight key insights that shaped the product design.
4. Craft a narrative that emphasises the human element behind the product's creation.
5. Connect the origin to real healthcare needs and experiences.

Template structure:

- The healthcare challenge or gap identified.
- The "aha moment" or insight that led to the solution.
- The journey of developing the product with healthcare users.
- Early validation or pivotal feedback that shaped the final product.
- Connection to the broader healthcare mission.

07

Product *storytelling.*

7.2 VISION DESIGN RATIONALE:

What it is:

The Vision Design Rationale outlines the long-term goals and overarching impact your product aims to achieve in the healthcare sector, explaining how each design element supports these goals.

Why it matters:

This vision helps stakeholders understand and resonate with the purpose and potential of your product beyond its immediate functionality.

Example:

SurgicalVision's design is built on the foundation of 'Precision Medicine for All.' Each feature - from the adaptive interface to the standardised protocol engine - supports our vision of eliminating surgical variability while preserving clinical judgment. We envision a future where surgical outcomes are consistently excellent regardless of facility size or location.

How to create this:

1. Define the long-term healthcare impact your product aspires to create.
2. Connect this vision to broader healthcare trends and needs.
3. Map each major product feature to this vision.
4. Articulate how the complete product design collectively supports this vision.
5. Frame the vision in terms of healthcare system improvement.

Template questions:

- What healthcare future does your product help create?
- How does each design element contribute to this future?
- What broader healthcare goals align with your product vision?
- How will healthcare delivery be transformed when your vision is realised?

7.3 MISSION AND PRODUCT PROBLEMS IT SOLVES:

What it is:

This defines your product's core purpose and the specific healthcare problems it addresses, clearly articulating how its features and functionalities deliver tangible benefits.

Why it matters:

By explicitly connecting features to problem-solving, this narrative reinforces your product's role in enhancing healthcare delivery and patient outcomes.

Example:

DiabetesCare's mission is to eliminate preventable complications from diabetes management. It solves three critical problems: **1) Treatment plan adherence,** through personalised reminders and simplified tracking, **2) Care coordination gaps,** through integrated provider communication and **3) Early complication detection,** through AI-powered pattern recognition that identifies concerning trends before clinical symptoms appear.

How to create this:

1. Define your product's core purpose in one concise statement.
2. List the 3-5 most significant healthcare problems your product addresses.
3. For each problem, detail how specific product features provide a solution.
4. Quantify the impact of these solutions whenever possible.
5. Connect these solutions to broader healthcare improvement goals.

Template sections:

- Mission statement (1-2 sentences).
- Problem-solution pairings (3-5).
- Tangible benefits for each solution.
- Healthcare metrics impacted.
- Patient or provider outcomes improved.

07

Product *storytelling.*

7.4 APPROACH AND PHILOSOPHY:

What it is:

This narrative details the approach and philosophy behind your product, explaining how it integrates into healthcare workflows and aligns with values like care quality, efficiency and accessibility.

Why it matters:

By showcasing your product's alignment with healthcare values and standards, this narrative builds credibility and demonstrates your understanding of the healthcare environment.

Example:

RadiologyAI approaches diagnostic support through 'Augmented Intelligence,' not artificial intelligence alone. Our philosophy centres on enhancing radiologist expertise rather than replacing it. This approach is built on three principles: 1) Radiologist-first design that integrates seamlessly into existing workflows, 2) Transparent AI that clearly explains its reasoning and 3) Continuous learning that incorporates radiologist feedback to improve over time.

How to create this:

1. Articulate the core philosophy that guided your product development.
2. Identify 3-5 principles that define your approach.
3. Explain how these principles are reflected in your product design.
4. Connect your approach to healthcare standards and best practices.
5. Highlight how your philosophy differentiates your product from alternatives.

Template questions:

- Core philosophy statement.
- Guiding principles (3-5).
- Implementation of principles in product design.
- Alignment with healthcare standards.
- Differentiation through philosophical approach.

7.5 THE WHY:

What it is:

"The Why" explores the broader impact of your product on healthcare outcomes, detailing how it addresses unmet needs and contributes to advancements in medical care while connecting features and benefits to a larger mission.

Why it matters:

This narrative creates a deeper emotional and ethical connection with stakeholders by reinforcing your product's value beyond its physical attributes and technical specifications.

Example:

At its core, CardioCare exists because every minute matters during cardiac emergencies. Beyond monitoring vital signs, we're driven by the 'why' of saving lives in the critical moments when intervention can prevent irreversible damage. This purpose guides every feature—from our rapid alert system to our simplified interface—ensuring that clinical teams can act decisively when time is of the essence. By reducing door-to-treatment time by an average of 17 minutes, we're not just improving metrics; we're preserving quality of life for thousands of patients and their families.

How to create this:

1. Identify the fundamental healthcare need or challenge your product addresses.
2. Articulate the emotional and ethical dimensions of this challenge.
3. Connect your product's features to this deeper purpose.
4. Describe the broader healthcare impact when this challenge is overcome.
5. Include real stories or scenarios that illustrate this impact.

Template sections:

- Core purpose statement ("We exist because...").
- Emotional or ethical dimension of healthcare challenge.
- Connection between features and deeper purpose.
- Broader healthcare impact.
- Illustrative scenario or story.

Implementing your *product playbook.*

GETTING STARTED

What it is:

1 Begin by defining your market (Sections 1.1 and 1.2)

2. Identify your key stakeholders and ideal customer (Sections 2.1 and 2.2)

3. Map customer problems to your product features and benefits (Sections 2.3, 3.1 and 3.2)

4. Develop your overall value proposition (Section 3.3)

5. Tailor benefits and messaging to each stakeholder (Sections 4.1-4.3)

6. Validate all claims and develop positioning (Sections 5.1 and 6.1)

7. Create your comprehensive messaging framework (Section 6.2)

8. Craft your product storytelling elements (Sections 7.1-7.5)

RECOMMENDED WORKSHOP APPROACH

For best results, develop this playbook through a cross-functional workshop involving:

- Product Management.

- Marketing.

- Sales.

- Clinical/Medical Affairs.

- Regulatory.

A typical workshop sequence follows this pattern:

- **Day 1:** Market Understanding & Customer Definition (Sections 1-2).

- **Day 2:** Product Value & Stakeholder Alignment (Sections 3-4).

- **Day 3:** Regulatory Foundation & Go-to-Market Strategy (Sections 5-6).

GLOSSARY OF KEY TERMS

- **Total Addressable Market (TAM):** The complete set of potential customers for your product.

- **Ideal Customer Profile (ICP):** Detailed representation of your primary decision-maker.

- **Value Proposition:** A statement that clearly articulates the value your product delivers.

- **Positioning:** How your product is distinct from competitive alternatives.

- **Kano Model:** Framework for categorising product features based on customer satisfaction.

- **Claims Matrix:** Documentation of evidence-based product claims.

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