



**Fractional
Launch
Navigator™**



**LAUNCH
WITHOUT
BURNOUT**



PICTURE THIS

You are VP of Marketing for a medical technology startup, leading the product launch that will make or break your company, and you're feeling the strain. You are overextended and under resourced. You worry that you're missing opportunities, creating bottlenecks, not executing to your own standards, and you're heading for burnout.

You know the solution to these problems: Get help. Sure, but not just anyone will do. You need an experienced, capable right-hand resource. Someone who knows the medical device industry, understands commercialization, regulatory processes and can hit the ground running. You need a launch navigator.

Yeah great, you're thinking — dream on. There's no way you can afford to hire that person — assuming you could even find them.



NOW

PICTURE THIS

A seasoned pro walks in the door with extensive medical device launching experience, scoops your to do's off your plate then manages tasks, teams and processes with a practiced hand. They work by your side to get your launch over the finish line successfully, and then — mission accomplished — ride off into the sunset.

That's not wishful thinking. Those people are out there, ready to make your job easier and your launch more successful, at a fraction of the investment of a full-time hire.

INTRODUCING THE FRACTIONAL LAUNCH NAVIGATOR

In a world where fractional roles are an increasingly appealing option for many companies, a Fractional Launch Navigator (FLN) is a natural fit. “A fractional position is absolutely ideal for launching,” says Bob Freytag, Introworks President and Co-founder. “A lot of companies are going down that path. They need expertise and they need resources. But they can’t afford, and don’t need, a full-time person.”

Bandwidth is certainly a factor in determining the need for an FLN, but it’s also a matter of specialization. Mike McMillan, Chief Strategy Officer and Co-founder of Introworks explains, “You typically have someone from engineering, or downstream from marketing or sales leading a launch. They’re stuck in the hot seat, but they’re not necessarily right for the job. They’re accountable for success, and they don’t always have the experience or resources to get there.”

What’s needed is someone who has engineering knowledge and a marketing sensibility — who understands the upstream design part and downstream commercialization — and can work with cross-functional teams.

“What you don’t want is a junior communications person, even if the work is very executorial,” says McMillan. “You need an experienced specialist, whether they lead the charge or play a supporting role.”

“

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Mike McMillan
Chief Strategy Officer, Introworks

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FLNS FOR START UPS: THE GOLDILOCKS SOLUTION

For **Josh King, Vice President of Marketing at HistoSonics, Inc.** — a Minnesota-based company launching an image-guided sonic beam therapy — an FLN was the “just-right” answer to a dilemma so many startups face.

“You have all these goals as a marketer. You want to develop content, create demand — you have all these opportunities,” King says. “I’d been farming out some work to others in the company, but there was a point where they couldn’t adequately support the effort anymore.

“So, you’re faced with two choices: Hire a very talented, very expensive person, with all the overhead, and you bring them up to speed over a number of months, and it’s cash flow intensive.

“The other is you try to do it all yourself. Eventually you burn out, fail, or miss something. These are not great options,” King continues. “The Fractional Launch Navigator provided kind of a Goldilocks solution for us — it was just right.”

With a Fractional Launch Navigator working alongside King, he was able to focus on other aspects of the business, like building new markets, new technology and creating demand for the company. And not to be overlooked, it also preserved cash flow.



Josh King
Vice President of Marketing
HistoSonics, Inc.



FULL-TIME HIRE
TOO MUCH

Cash flow intensive
Hard to find
Major commitment
May not work out



DO IT YOURSELF
TOO LITTLE

Burnout
Opportunities missed
Deadlines delayed
Critical priorities neglected

FRACTIONAL LAUNCH NAVIGATOR
JUST RIGHT

Limited engagement
Vetted, seasoned professional
Focused mission
Contained cost





FLN PREPARES: LAUNCHING ON THE BIG STAGE

Craig Brandli, Senior Marketing Director of Structural Heart at OpSens Medical, didn't realize at first that a Fractional Launch Navigator was an option when he was preparing for a major product launch at an international conference in 2022.

"We had a very limited number of resources — i.e., me — and an extremely limited time frame, in a very, very tight job market." An immediate permanent hire was out of the question because of the time limitations. So when he heard about the Fractional Launch Navigator role and met FLN Monica Anderson, Brandli knew he'd found his solution to meet their deadlines for their U.S. product launch at TCT. "Having a key partner to deliver against our launch objectives was a vital part of our success in delivering the SavvyWire™ product to the marketplace."

As everyone who has launched a product at a major show knows, it's a big deal. "The amount of logistical lifting in a conference is mind blowing, especially one of that size and scope, where we're literally launching our brand into the world," Brandli says. "Monica was able to establish quick credibility and quick wins with the team. For her to just jump in and take ownership of a lot of things was a stress reliever for me, as well as helping us deliver on our objectives." Anderson played a pivotal role in projects ranging from driving the brand look and feel, booth design and production, product video, support collateral, symposia programs and show logistics to follow-up with salespeople post-conference.

Brandli sums up the value of the FLN in terms of opportunity. "What it allowed me to do was focus on a lot of the other key imperatives that we had — pricing strategy, launch plans, who we are targeting, customer segmentation — the business of marketing. It allowed me to do more of the important things that I would not have been able to do as effectively, or would have had to deprioritize."

“
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Craig Brandli
*Senior Marketing Director,
Structural Heart
OpSens Medical*

WHAT DOES A FRACTIONAL LAUNCH NAVIGATOR DO?

The Fractional Launch Navigator role varies with every launch, according to your team's needs. It can be tactically focused, where the FLN works closely with the launch leader to smooth the flow of execution and move projects through the pipeline expeditiously. Or the FLN

can assume a more strategic management role, working with leadership to create and execute on a launch plan. Many companies choose a hybrid of the two, combining strategic and executional work. It's all determined by what expertise you and your team want.

PLANNER

Develop launch plan and budget recommendations. Help access market opportunities.

MANAGER

Manage any or all launch workstreams and activities.

QC

Establish and manage KPI performance reporting systems.

EXPEDITOR

Drive marketing collateral through legal and regulatory approval processes. Identify issues, help remove roadblocks.

TEAM SUPPORTER

Collaborate with cross functional stakeholders to support the development of clinical, economic and technical evidence.

SOUNDING BOARD

Provide outside perspective and ideas. Raise concerns as appropriate around project risk, process issues, budgets or timelines.

COMMUNICATOR

Conduct regular launch team meetings. Provide status updates.

AGENCY LIAISON

Ensure projects are scoped and delivered on time and budget.



MEET A

FRACTIONAL LAUNCH NAVIGATOR

FLN

Stacy Eichenlaub is one of the many FLNs on the roster at Introworks. During her career she's been integrally involved in more than 20 successful medical device and software product launches. Eichenlaub's work in medical device marketing roles, as well as the companies she's worked with, varies widely.

With extensive experience in varying sized organizations, she came to realize she prefers startups and smaller businesses that are decisive and move forward quickly "without over pondering." Not surprisingly, she thrives in the fast-paced environment of fractional launch navigation.

"I like the variety. I like the dynamic aspect," Eichenlaub says. "I like being part of something greater, and really helping people who have worked hard for a long time and want success to be apparent when they reach that finish line."



Having so many medical product launches under her belt, Eichenlaub brings an invaluable perspective and the skills to "plug in almost anywhere and drive things" — whatever it takes — to help companies generate demand and maximize US commercial execution.

3 WAYS TO GET OFF TO THE RIGHT START WITH A FRACTIONAL LAUNCH NAVIGATOR



1

BE CLEAR AND HONEST WITH YOURSELF — AND THE FLN — ABOUT WHERE YOU NEED HELP.

Where is your time most valuably spent? What are your bottlenecks? What are your biggest stress points? What do you prefer to handle yourself, and what do you want to hand off?

2

START EARLY ENOUGH TO MAKE AN IMPACT.

Waiting until you're in emergency mode is never a good plan. Bring in your FLN with reasonable runway time before launch, it will allow you to take full advantage of their capabilities, use your own time more advantageously, support team members, and ultimately avoid the pitfalls that are more likely to occur when a team is under-resourced.

3

HAVE A DEDICATED PLAN FOR ONBOARDING.

The FLN is a temporary role, but a key one. Just as you have an onboarding process for permanent employees, it's important to make sure the FLN knows your processes and is integrated into your team. Think basics like email, calendars, Teams, Slack, etc. Understanding your technology and processes will be critical, so make sure the FLN gets familiarized sooner rather than later. And finally get your team in the loop immediately, introducing the FLN to let stakeholders know who they are and what their responsibilities will be.

Introworks' Fractional Launch Navigators

Introworks can help you find the right Fractional Launch Navigator for your company from our roster of vetted, highly experienced medical launch professionals. We've worked alongside the people who have been launching medical devices and medical technology products into the marketplace for more than 30 years now. Along the way we've had the benefit of befriending these talented individuals and are now able to offer their expertise. One of them might be the perfect fit for you.

To discuss your needs, contact
Bob Freytag | bfreytag@intro.works | 612-805-9286 or
Mark Fligge | mfligge@intro.works | 651-261-0534



13911 Ridgedale Drive, Suite 280, Minnetonka, MN 55305

www.intro.works

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