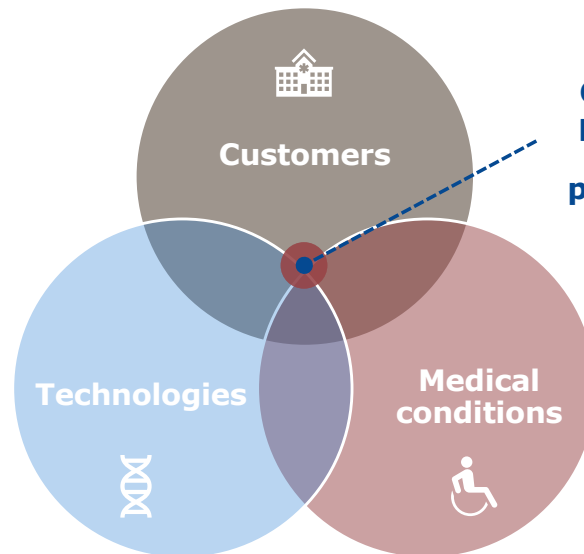


Medical Product Strategy Wheelhouse™

Adjacent products and businesses are typically more successful, as they lever existing strengths and infrastructure. An adjacency **framework** for medical products incorporates **clinical conditions**, **technologies**, and **customers**. This framework also well **defines product concepts**.

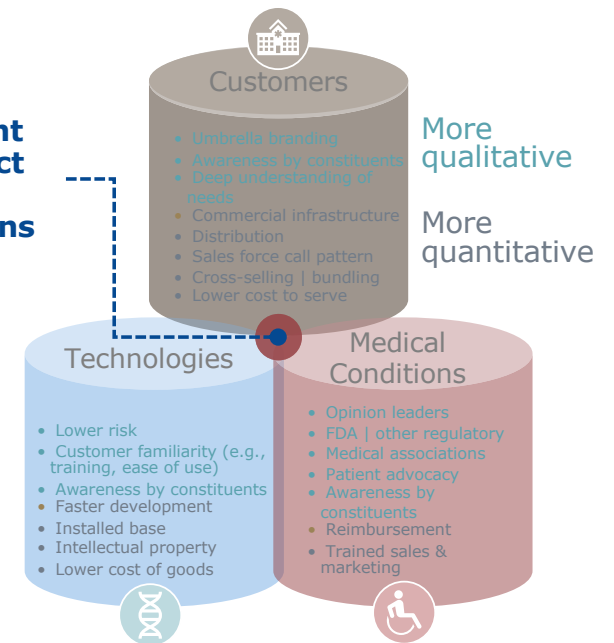


Classical view of options for new products: old and new Products, for old and new Customers



Evolved view for medical products. A 3rd dimension is added, medical condition. Moreover, specific technologies are often the basis for each product. Customers are wide ranging, from MDs, to hospitals, to payors, and to consumers.

Current product line positions



Within each of the new dimensions, there are both **quantitative** and **qualitative levers**. These highlight the sources of competitive advantage and economic leverage.