

MEDICAL DEVICE START-UP

WSI Biggs Digital helped a clinical-stage medical device start-up launch into US clinical trials and the European market through go-to-market strategy, persona development, and a two-market website build.

BACKGROUND

A clinical-stage medical device start-up that developed a new approach to breast cancer surgery. The company was founded and run by scientists, and its strength was the science behind the device.

The product was moving through clinical trials in the United States. The next step was commercial: getting hospitals to host studies and getting surgeons to enroll and take part.

The company also planned to enter the European market with a more patient-facing presence, while the US market stayed focused on clinical enrollment. It needed outside marketing leadership to turn the science into a position it could launch behind.

CHALLENGES

When the company engaged WSI Biggs Digital, they had a few clear challenges to address.

- No go-to-market plan**
The company was built by researchers, not marketers. It had a real innovation and no structured path to bring it to the people who decide whether it gets used.
- Unclear positioning**
The message read as clinical rather than commercial. The science was sound, but the value was not framed in a way that moved a buyer toward a decision.
- Two audiences, one identity**
Hospital administrators decide whether a site runs a study. Surgeons decide whether to enroll. Add a separate European patient-facing market, and one message could not carry all of it.

Solution

Following an initial assessment, WSI Biggs Digital identified the core need: give the science a commercial position and a plan to launch behind it. The work was structured around three areas.

1. Persona development. We defined the two buying audiences as distinct decision makers. Hospital administration evaluating whether to host a trial, and surgeons evaluating whether to enroll, each with its own message.
2. Go-to-market blueprint. We built the GTM plan that set the positioning, the competitive picture, and the content path to move prospects toward trial participation.
3. Two-market website build. We launched a clinical enrollment site for the US trial audience and a separate European site shaped for a patient-facing market.

RESULTS

Through a fractional CMO engagement, WSI Biggs Digital delivered the commercial foundation the company needed to launch. (Figures below are factual deliverables. Replace with measured metrics where available.)



US clinical enrollment and European patient-facing markets, each with its own site and message.



Hospital administrators and surgeons defined as separate decision makers with distinct messaging.



A go-to-market blueprint that gave the founders a commercial structure to launch from.



Clinical enrollment site launched to support the US trials and direct surgeon and hospital participation.