



# U.S. MARKET MARKET ASSESSMENT PRIMER

Six Key Considerations That Life Science Companies Must  
Consider When Preparing for the American Market





If your international life science company is interested in entering your product into the US Marketplace, BioPortUSA encourages you to identify the need for your technology in this complex environment.

Six key considerations are:

- Opportunity Assessment
- Market & Competitive Landscapes
- Primary Market Research
- IP Landscape
- Regulatory Landscape
- Reimbursement Analysis

BioPortUSA's Market Assessment provides your company with objective and critical answers that will help identify where your product or service stands in comparison to the rest of the US Market.



## OPPORTUNITY ASSESSMENT

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If your company feels that you have a product that could be a good fit for the US Market, we first recommend you let BioPortUSA conduct an **Opportunity Assessment**. It involves a facilitated dialog to potential end users and channel partners to get their feedback. This process takes about 30 days and yields a custom report which contains the feedback we were able to obtain.

## MARKET & COMPETITIVE LANDSCAPES

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**Market Landscapes** include information on current market size as well as rates of growth or contraction estimated by market analysts. It can be used by your company to assess the potential sources and level of demand for your contemplated commercial product.

**Competitive Landscapes** identify the organizations that are the main competitors with significant market share in the segments that are relevant to your contemplated commercial product. It also uncovers the features and functionality of the product lines offered by your potential competitors.

## PRIMARY MARKET RESEARCH

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Conducting quantitative and qualitative research helps answer a lot of questions that our clients have about the end user of the technology they are trying to introduce into the U.S. Healthcare Market. We encourage all of our clients to take advantage of BioportUSA's **Primary Market Research** to conduct online surveys of the intended target audience followed by one-on-one interviews with a subset of those surveyed. The cost is dependent on the sample size of the respondents.



## IP LANDSCAPE

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Patent landscapes discover the extent to which your product is similar to prior inventions that are described in patent office publications and other published literature, known as *prior art*. BioPortUSA's **Patent IP Landscape** can be used to inform assessment of your invention regarding its potential patent ability, risk of infringing issued patents and competitive advantage over existing technology. After learning about your invention, prior art publications are searched using software search engines. The results are then screened, analyzed and refined. The patent landscape report will list the closest discovered prior art and the companies owning the issued patents.

## REGULATORY LANDSCAPE

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**Regulatory Landscapes** identify federal regulations applicable to the product that you are considering for commercialization. They are obtained through research of published and proposed federal regulations and by analyzing the business activities that are necessary for compliance. Regulatory landscapes have also proven to be very useful in identifying potential market opportunities due to changing regulations and by tracking go-to-market strategies. It can help your company leverage new market conditions established by ever-changing regulations.

## REIMBURSEMENT ANALYSIS

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There are many influencers in the US Market that often play a role in the reimbursement process. Medical associations, government, commercial insurers and guidelines promulgating organizations can play a role in coding, coverage and payment of new technologies. BioPortUSA's **Reimbursement Analysis** reviews what CPT and HCPC's codes exist and what their fee schedule is. We also look at how CMS and private payers evaluate the adoption of these new technologies.



BioPortUSA offers access to industry experts and a menu of coordinated services all under one roof, addressing each of these business factors. We facilitate thoughtful, strategic and cost-effective guidance to help your company navigate the complex process for U.S. Market entry. Contact us to get started.

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