



Professor Brian D Smith



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Darwin's Medicine

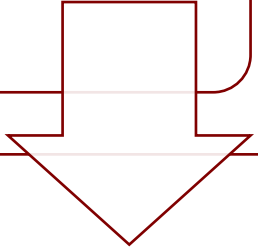


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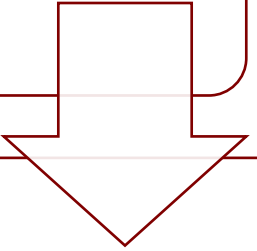


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Empty rounded rectangular box for the first step in a flowchart.



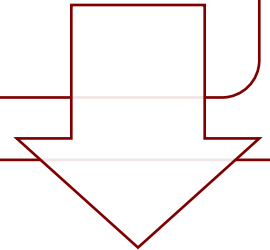
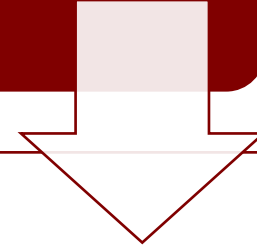
Empty rounded rectangular box for the second step in a flowchart.



Empty rounded rectangular box for the third step in a flowchart.

Strategy is important

(It's about how to create value and for who)

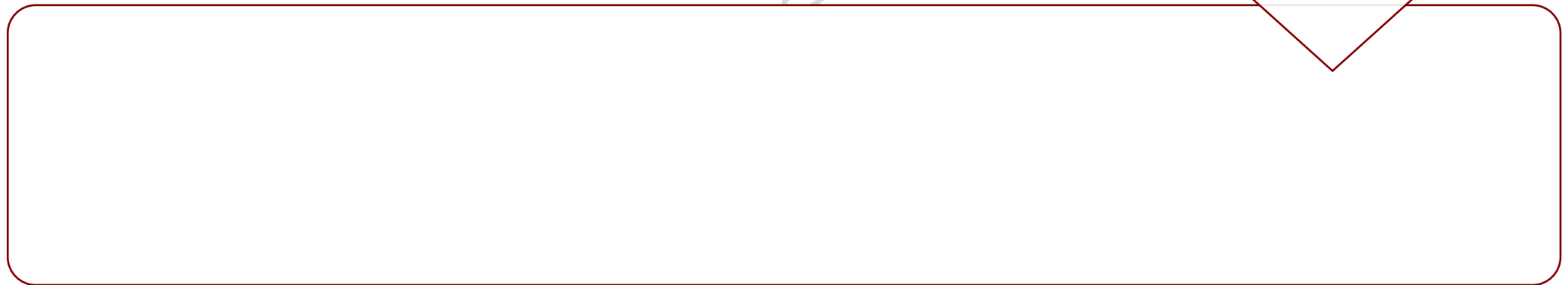


Strategy is important

(It's about how to create value and for who)

Strategising is difficult and important

(too important and difficult to be left to the strategists)



Strategy is important

(It's about how to create value and for who)

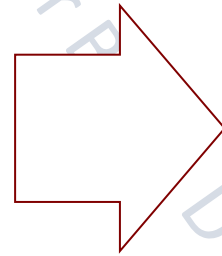
Strategising is difficult and important

(too important and difficult to be left to the strategists)

You should get involved

(ask your colleagues three questions)

We have a goals
We have resources
We have knowledge



We use our
knowledge to allocate
our resources to
achieve our goals

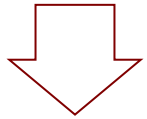
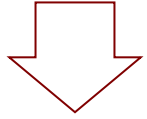
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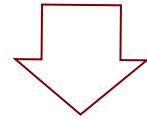
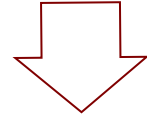




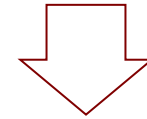
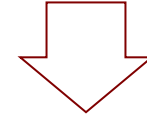
What is our target segment?



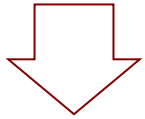
Why should they choose us?



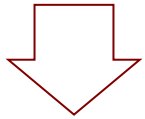
What do you need from me?



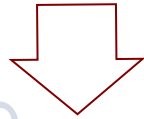
What is our target market?



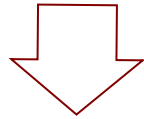
A clinical definition is not enough



Why should they choose us?



Clinical evidence is not enough



What do you need from me?

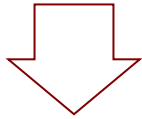


Approval data is not enough

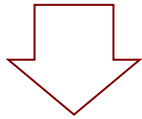


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What is our target market?

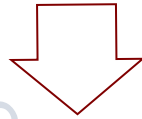


A clinical definition is not enough

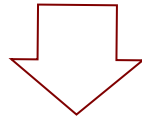


Ask them to define a decision making context

Why should they choose us?



Clinical evidence is not enough



Ask what extended needs must we meet

What do you need from me?



Approval data is not enough



Ask how to demonstrate wider value





Football

Tactics





What's the target segment?



Why should they prefer us?



What can CD do to help?

No, not just the clinical usage



No, not just the product features



Not, not just safety and efficacy



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