

Medical Device Launch Planning Checklist



A launch plan brings evidence, commercial preparation and delivery together. Use these eight areas to identify gaps and agree what needs to be ready.



Market and product needs

Document unmet needs and end-user insight. Use stakeholder and clinical expert input to shape the product development plan and assess design and performance.



Evidence and intended use

Define intended use and primary or secondary indications. Plan clinical evidence, validation and regulatory submission support. Align proposed claims with the evidence.



Value and positioning

Test product and market fit. Agree target segments, positioning and messaging. Validate the value proposition and align the cross-functional team around it.



Access and pricing

Assess payer requirements, registration, coding and coverage where relevant. Choose sales channels. Set market-specific customer and partner pricing, with a sales forecast.



Brand and sales materials

Agree the product name, brand, packaging and labelling. Prepare the website, sales tools and demonstrations, supported by clinical papers, case studies and testimonials.



Communication and advocacy

Plan advertising, press, social media and email. Coordinate clinical expert and stakeholder engagement, peer advocacy, medical education, symposia and publications.



Training and support

Prepare internal teams, customers and channel partners. Develop presentations, FAQs, technique videos and online learning, with hands-on training and mentoring where appropriate.



Launch and monitoring

Plan rollout by geography and indication. Confirm inventory and field support. Set sales measures and incentives, arrange medical science liaison support and plan post-market surveillance.

A launch plan needs clear ownership

Give each activity an owner, a deadline and a clear measure of readiness. Review dependencies together and resolve critical gaps before agreeing the launch date.