

Twelve questions to pressure-test a medtech brand before a launch, a congress or a new market

Pressure-test a medtech brand on claims, audiences and daily use. Check that every claim matches the intended use, that each audience finds its own message and that your team applies the brand without the agency. Tick each yes. Fix every no first.

CLAIMS

- ☐ 1 Does every claim on your website, deck and booth match the intended use on your label?
- ☐ 2 Can you trace each performance claim to a published study or your technical documentation?
- ☐ 3 Does a regulatory or clinical colleague sign off every claim before it goes live?

AUDIENCES AND MESSAGES

- ☐ 4 Do clinicians and procurement each find a message written for their own decision?
- ☐ 5 Can a new sales rep state your positioning in one sentence, without notes?
- ☐ 6 Does each key message carry one proof point that a clinician can check?

NAME AND VISUAL IDENTITY

- ☐ 7 Have you cleared the name for trademarks, translations and local slang in every launch market?
- ☐ 8 Can a clinician tell your booth and website from a competitor's at a glance?
- ☐ 9 Do the logo, colours and type still work on a device label, a congress banner and a slide?

DAILY USE

- ☐ 10 Do your brochure, website and slides share one structure, or has each piece drifted?
- ☐ 11 Are your guidelines simple enough for your team to design without the agency?
- ☐ 12 Does one named person own the brand on your side, and do you hold every source file?

Fix every **no** first.

From the Ooho guide to medical device branding under EU MDR. Read the full article at ooho.io/insights/medical-device-branding.