From Advanced Cardiac Technology to Market Traction, Credibility and Commercial Growth

THE CLIENT

HD Medical, Inc.

Cardiac-care technology company founded in 2011, headquartered in Santa Clara, with research labs in Chennai.

THE COMMERCIALIZATION MANDATE

Translate differentiated technology into a credible market position, sustained demand, channel growth and commercial opportunity.

THE STARTING POINT

HD Medical was building a differentiated portfolio around earlier detection and better clinical insight. Its products evolved from ViScope®, a visual stethoscope capable of displaying heart waveforms on an integrated screen, to HD Steth™, an intelligent stethoscope with integrated 3-lead ECG, and HealthyU™, an all-in-one home patient monitor with 7-lead ECG.

The technology was compelling. The commercialization challenge was making the company — and each new product — understandable, credible and relevant to the people who could adopt it, buy it, distribute it, invest in it or influence its success.

THE GI INSIGHT

> **The work could not be treated as a series of marketing projects.**
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> GI needed to build the commercial system around the technology—starting with market intelligence and positioning, then carrying that strategy through launch, credibility, demand generation, channel development and ongoing market expansion.

THE FIRST MOVE: UNDERSTAND THE MARKET BEFORE AMPLIFYING THE MESSAGE

Concurrent with orchestrating the company's US Headquarters launch, GI conducted market research and compled competitive intelligence. The findings were translated into market segmentation entailing the development of the prospect profile, positioning and messaging matrix that became the strategic foundation for the marketing program. This gave HD Medical a consistent way to communicate its value across customers, partners, distributors, media and other stakeholders.

Putting the Strategy into the Market

The strategy came to life with the launch of HD Medical and ViScope at the American College of Cardiology (ACC) conference. Rather than treating the tradeshow as a booth-and-brochure exercise, GI designed the launch as a market-entry event.

A reception brought together a recognized industry influencer, Dr. Nelson Schiller of UCSF, and a panel of medical experts. The event was videotaped and repurposed into content for the website and YouTube, extending the value of the live launch beyond the conference floor. GI also developed the launch literature and PR package—including the launch announcement, company backgrounder, fact sheet and worldwide Business Wire distribution.

LAUNCH RESULT

HD Medical generated the most leads of any exhibitor at the ACC conference.

BUILDING THE COMMERCIAL SYSTEM

From Launch to Market Development

The ACC launch was not the endpoint. It was the first visible expression of a commercialization strategy that continued to evolve as HD Medical expanded its products, audiences and ambitions.

01	POSITION	Define who matters, what they value and why HD Medical is different.
02	LAUNCH	Create a market event that generates attention, credibility and qualified engagement.
03	BUILD DEMAND	Turn market visibility into a growing prospect and partner ecosystem.
04	EXPAND ACCESS	Develop distributors and channel support to extend market reach.
05	REINFORCE CREDIBILITY	Use PR, thought leadership and recognition to strengthen market confidence.
06	REPEAT & EVOLVE	Adapt the commercialization system as new technologies and opportunities emerge.

Scaling the Market Presence

Following the launch, GI built the broader market presence around HD Medical. That included the website, public relations, literature, training videos, social and digital programs, tradeshow strategy, LinkedIn lead generation, online advertising and email campaigns. GI also developed channel support for distributors.

To broaden awareness and build the company database, the commercialization program expanded into a sustained presence at major industry events including HiMSS, FIME, Medical World Americas, MEDICA and Arab Health. The objective was not simply exposure; each activity contributed to an increasingly valuable ecosystem of prospects, partners and market relationships.

> **WHAT THE CLIENT SAW**
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> *“Golden Impressions has been driving HD Medical’s brand strategy and market presence since 2011.”*
>
> **— Arvind Thiagarajan, Founder & CEO**

COMMERCIALIZATION IN PRACTICE

- Market intelligence
- Positioning & messaging
- Launch strategy
- Demand generation
- Thought leadership & PR
- Channel development

Adapting as the Business Evolved

When HD Steth received FDA clearance, GI again adapted the commercialization program. A new website, aggressive public relations and outreach, and investor-event activity helped reposition the company for its next stage of growth. GI also positioned HD Medical around social-impact issues connected to UN and UNICEF initiatives, creating opportunities to open discussions with impact investors.

THE BUSINESS IMPACT

Commercialization That Produced Market Results

The strength of the HD Medical engagement is not the volume of marketing activity. It is the connection between strategic decisions, market execution and commercial outcomes.

MULTI-MILLION-DOLLAR SALES

Following the HD Steth launch, management secured several of the largest sales in company history, including multiple multi-million-dollar sales to healthcare organizations, institutions and companies.

THOUSANDS OF LEADS

Tradeshow activity generated thousands of leads across medical professionals and distributors, creating both prospect and partnership opportunities.

THOUSANDS OF MEDIA PICKUPS

Public relations generated thousands of press pickups and articles telling a progressive story about the company and product portfolio.

GLOBAL DISTRIBUTOR GROWTH

The channel program created by GI established HD Medical's largest worldwide distributor base, including a volume purchase from Cipla in India and a cornerstone distributor agreement with Stethoscope.com.

INVESTOR OPPORTUNITIES

Thought-leadership positioning around social-impact initiatives created opportunities for discussions with impact investors.

REPEATABLE COMMERCIAL SYSTEM

The program continued across multiple products and market moments, adapting the positioning, communications and market-development engine as HD Medical evolved.

TECHNOLOGY → MARKET UNDERSTANDING → MARKET CONFIDENCE → ADOPTION → COMMERCIAL GROWTH

Golden Impressions | Strategy. Message. Impact.