

Responsible marketing

Diagnostics

Claims management

From research to release

From research to release, Interacoustics Research Unit carries out research in new technology and test options – often in collaboration with external universities and research partners.

Once validated, the technology is further matured and developed by Interacoustics' in-house R&D department and implemented into a product.

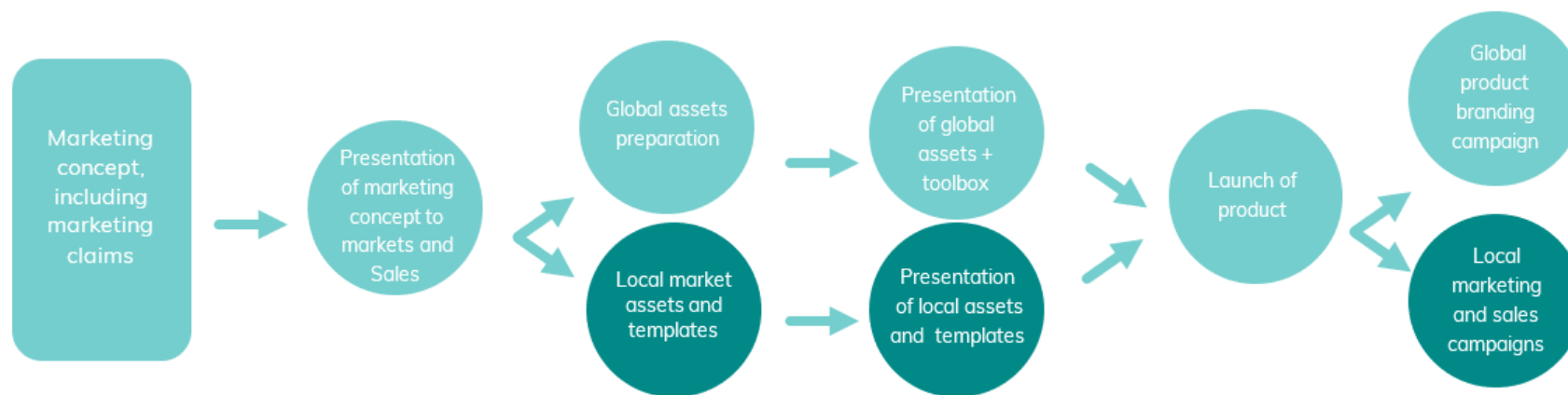
Before release to the market, the product is tested and validated both internally and externally to make sure that it complies with clinical and safety standards, and that any clinical claims are supported by clinical data and evidence, as depicted in the figure below.

Marketing claims

Our marketing process ensures that marketing claims in global marketing material are continued in any local marketing in our markets. Templates are created for local marketing and include marketing messages and images to ensure consistency in our markets.

Before the launch of a product, relevant employees in Product Management, Marketing and Sales, including local markets, are trained in the product in question and introduced to the marketing messages and available materials.

In addition, Standard Operating Procedures (SOPs) related to product introduction and Marketing ensure review and approval of assets and any translations. We also work with internal audits and will – in future – work more strategically with follow-up.



Marketing product launch process