

MedIntelliGuide™ Series – MIG #001-05

“Effective New Opportunities Screening: Optimize Your Resources and Get to Market Quickly”

Table of Contents

	<u>Page</u>
OVERVIEW: THE “WHO, WHAT, WHEN, WHERE & WHY” OF YOUR OPPORTUNITY SCREENING PROCESS PLAN	1
■ Introduction	1
■ Your Opportunity Screening Process	1
■ “Who” Should Use the Opportunity Screening (OS) Process	1
■ “What” Is It – Definitions →	2
• The “Innovation Program”	2
• The “New Idea Review Process”	2
▫ “Opportunity Type” Classification	3
▫ “Opportunity Class” Classification	3
▫ “Opportunity Screening Criteria”	3
• The “New Idea Documenting System”	3
■ “When” It Is Used	3
• “Innovation Program”	3
■ “New Idea Review Process”	3
▫ <i>Initial Review → “Rough Screen” & “Qualifying” Criteria</i>	3
▫ <i>Tier I Evaluation → “Fine Screen” & “Passing” Criteria</i>	3
▫ <i>Tier II Evaluation → “Micro Screen” & “Resourcing” Criteria</i>	3
• “New Idea Documentation System”	4
■ “Where” It Is Used	4
■ “Why” It Is Used	4
■ Questions about this Opportunity Screening (OS) Process Plan	5

Table of Contents (continued)

	<u>Page</u>
SECTION I: YOUR “INNOVATION PROGRAM”	7
■ Objective - Finding New Ideas that can Become Opportunities	7
■ Strategy - How to Encourage Good Ideas	7
■ Procedure - How to Manage the Deluge	8
■ Tools – Enabling the Innovation Program	9
■ “New Idea [Submission] Form” [Form I-A]	10
■ “ ‘Key Innovator’s’ Log - Idea No. & Contact Information” [Form I-B]	11
 SECTION II: THE NEW IDEA REVIEW PROCESS - The Core of the Opportunity Screening Process	 13
■ Objective – How to Discover the Hidden Opportunities	13
■ Strategy – Your Phased Screening Approach	15
• “Opportunity Type” Classification	15
• “Opportunity Class” Classification	15
• Detailed Idea Screening	15
■ Screening Sessions	16
■ Summarizing the Typical Flow of “Screening Activities”	17
■ Key Process Notes	18
■ “The New Idea Screening Process – from Idea to Opportunity” [Attachment II-A - Graphical Display]	19
■ “Check List” - Required Information for New Idea Screening [Attachment II-B-1]	20
■ New Opportunity Summary – Cover Document [Attachment II-B-2]	23
■ Summary Evaluation and Status Form [Attachment Form II-C]	26

Table of Contents (continued)

	<u>Page</u>
SECTION III: KEY OPERATIONAL TOOLS:	
DETAILED “OPPORTUNITY TYPE” & ”OPPORTUNITY CLASS”	
CLASSIFICATION DEFINITIONS;	
DETAILED IDEA EVALUATION FORMS & SCREENING CRITERIA	
	30
■ Objective	31
■ Strategy	31
■ Detailed “Opportunity Type” Classifications	31
■ Detailed “Opportunity Class” Classifications	32
• OT1 – Product	32
• OT2 – Technology	33
• OT3 – Service	33
• OT4 – Business	34
■ OT1 - Product Opportunities Screening Criteria & Forms	35
■ OT2 - Technology Opportunities Screening Criteria & Forms	46
■ OT3 - Service Opportunities Screening Criteria & Forms	56
■ OT4 - Business Opportunity Screening System	67
■ Product Management Team – Evaluations Summary Table [Attachment III-B]	78
