Highlights – Q3 2026

We are pleased to share FSI's highlights, summarizing examples of recent client engagements. We appreciate your continued interest and support.

Breast Biopsy US & International Market Assessment

Expanded on an earlier qualitative phase to help a global medical technology company assess the breast care market and the competitive position of its breast biopsy and marker portfolio. Surveyed approximately 100 US radiologists and conducted in-depth interviews with several dozen radiologists and breast surgeons across Germany, UK, Italy, Canada, Japan, and South Korea to evaluate brand perception, vendor and product preference, sales force effectiveness, and switching intent across ultrasound, stereotactic, and MRI-guided biopsy. Segmented results by biopsy volume, career stage, hospital affiliation, and region. Characterized how bundling, imaging integration, and administrators shape purchasing decisions in each market. Compared biopsy workflows, marker use, and the role of surgeons across countries. FSI identified the product, channel, and training investments most likely to close competitive gaps and strengthen the client's position across key geographies.

AI-Enabled Cardiac Device European Market Entry Strategy

Developed a European go-to-market strategy for a development-stage company launching an innovative AI-enabled cardiac device targeting B2C and B2B markets. Conducted primary research across 12 countries with key stakeholders to assess unmet needs, concept receptivity, adoption drivers and barriers, pricing, and preferred purchasing channels. Built market opportunity models and revenue ramp scenarios to inform customer segment prioritization and launch planning. Collaborated with management to translate findings into actionable go-to-market recommendations.

Urinary Stone Management US & European Market Assessment

Built on an earlier qualitative phase to give a global medical technology company's endoscopy business a quantitative, multi-geography view of the urinary stone management market. Surveyed 100 US urologists and conducted in-depth interviews with 15 urologists across Germany, UK, and France to characterize treatment patterns, procedure selection, stone-free rate expectations, and the adoption trajectory of new technologies in ureteroscopy. Segmented results by practice setting, career stage, procedure volume, and device experience, and contrasted US and European practice on clinical risk priorities, pre-stenting, and operative-time trade-offs. Assessed receptivity to new technologies, including expected pricing, barriers to use, and trial requirements. Mapped reimbursement and hospital purchasing pathways in each European market. FSI identified the unmet needs and adoption barriers most likely to shape the client's commercial strategy in the US and Europe.

Digital Health Innovation Program Curriculum & Partnerships

Supported a large academic medical center in optimizing its internal digital health accelerator and external startup program. Developed a curriculum covering business, clinical, technical, and legal/regulatory topics. Analyzed and interviewed peer institutions to advise leadership on the mentorship and training resources required for the program. Researched best practices and contributed to website design from perspective of key stakeholders (startup companies, investment firms, corporate investors, etc.). Identified marketing and recruiting channels. Evaluated and prioritized partners (venture capital, corporate, and legal) with digital health expertise. Built internal buy-in with a stakeholder pitch deck. Coordinated internal teams and tracked progress with a custom dashboard.

Medical Device Company Expansion into Software Solutions

Developed a US monetization and product strategy for a leading medical device company expanding into software solutions. Conducted qualitative interviews and a quantitative survey with decision-makers to validate product tiering, feature priorities, adoption drivers and barriers, and willingness to pay. Modeled revenue and contribution margin under alternative pricing models to inform pricing and customer migration decisions. Built frameworks for AI monetization, integration pricing, enterprise packaging, value-proof trials, and launch phasing. Worked with senior management to turn the findings into pricing, packaging, and go-to-market recommendations.

Academic Medical Center Innovation Conference Support

Supported a major academic medical center's innovation office in preparing Principal Investigators (PIs) for a cornerstone session of its annual innovation conference. Provided guidance and coaching to PIs selected for their promising research with strong commercial potential across therapeutics, devices, diagnostics, and AI. Worked closely with presenters to develop concise, compelling eight-minute pitches that effectively communicated emerging breakthroughs and maximized appeal to potential investors and partners.

Connect with FSI at the Following Q4 2026 Events

The MedTech Conference (AdvaMed)
October 18–21, 2026 · Boston, MA

THE MEDTECH CONFERENCE | Hosted by AdvaMed The Medtech Association
OCT 18-21 | BOSTON, MA

HLTH 2026
November 15–18, 2026 · Las Vegas, NV

hlth. | USA LAS VEGAS November 15 – 18, 2026

Jefferies Global Healthcare Conference
November 16–19, 2026 · London, UK

Jefferies Global Healthcare Conference in London
NOVEMBER 16–19, 2026 | LONDON, UK

FSI is a strategy consulting firm accelerating growth for healthcare and life science companies and their investors.

Our firm has over 40 years of experience supporting growth strategy, business planning, and investment diligence. FSI's approach leverages experienced senior leaders actively driving engagements.

Serving Clients Across Healthcare & Technology


Medtech


Digital Health & HCIT


Healthcare Services


Transactions & Due Diligence


Biopharma & CRO


Diagnostics & Life Science Tools

FSI's Services

Growth Strategy & Business Planning	Commercial Due Diligence	Strategic Valuation
Market Assessment	Competitive Advantage	M&A Opportunity Landscape
Strategic Positioning & Value Proposition	Go-to-Market Strategy	Partnering & Transaction Advisory

Leading with Experience


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