

Companies Like Yours Discover Success with Legacy DNA

AireHealth Sets Out to Develop Early Adoption Strategy Using COIQ – Successfully Pivots to Support Pandemic Relief Efforts

Start and succeed with the end result in sight.

Like AireHealth, you can avoid the pitfalls of commercializing an innovation and maximize your potential for success. Through the COIQ framework, AireHealth got help building a market strategy specifically tailored to early adopters | Connected the dots between different strategic decisions | Gained clarity on the value proposition that's most compelling to the early adoption market | More precisely aligned resources, capabilities, strategic partnerships and core competencies.

The results speak for themselves and for millions of patients seeking relief from a digital respiratory health innovation.

After engaging Dr. Roxie and Legacy DNA's COIQ Framework, AireHealth:



Identified and executed an effective early adoption strategy



Transitioned from strategy, to relationships, to success



Gained start-up funding



Entered into a co-creation agreement with one of the largest health systems in the U.S.



Successfully developed a pandemic pivot plan

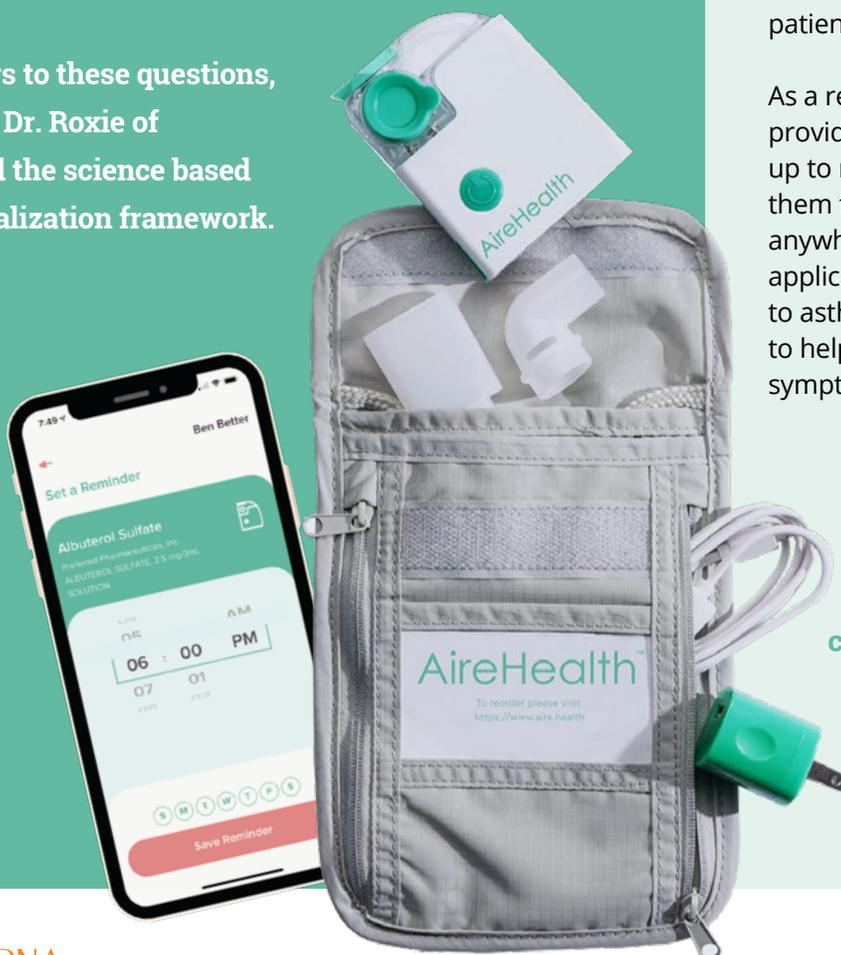
Understanding the Differences Between Commercializing an Established Brand & Commercializing a Start-up

After nearly two decades of leading commercialization and technology strategies for a global Fortune 500 medical device brand, AireHealth co-founder and CEO, Stacie Ruth, wanted to build a plan to commercialize the company's breakthrough portable nebulizer solution and maximize its potential for successful market adoption.

Though she had, for years, been instrumental in implementing successful commercialization plans at the corporate level, Stacie was confounded on how to proceed at the start-up level for a company with a novel device. She did not understand all the components and intricacies of building a start-up commercialization strategy versus one for an established global brand which, up until then, had been her expertise and her superpower.

Where would she begin? Where was AireHealth on the product adoption curve? What was the right early adoption strategy? What was the clearest path to successful market commercialization? And, what were the processes to get there?

Needing answers to these questions, Stacie turned to Dr. Roxie of Legacy DNA and the science based COIQ commercialization framework.



About AireHealth

AireHealth is a pioneer in digital respiratory health that serves a foundationally important purpose: *to help people with respiratory and pulmonary conditions breathe easier. In fact, the company's long-standing mantra is: "Because breathing shouldn't be hard."*

Historically, nebulizers have been large, cumbersome, and often challenging to use for certain respiratory patient populations, especially small children, often requiring in-office and emergency department visits. Machine sizes often limited patient mobility and could impact medication adherence and compliance, and of course, improved health outcomes.

To change this, AireHealth developed a next-generation portable nebulizer— a card-sized drug-delivery device — that converts prescribed liquid medication into an inhalable mist.

It was specifically designed with pediatric patients in mind.

As a rechargeable device, the nebulizer provides asthma patients of all ages with up to nine doses per charge, enabling them to stay on therapy anytime and anywhere. A companion mobile application also provides information to asthma patients and their caregivers to help track medication dosing and symptoms over time.

AireHealth's FDA-approved portable nebulizer and new companion app is poised to help 29+ million pediatric patients in the U.S. living with respiratory conditions.

Building an Early Adoption Strategy to Penetrate, Evolve & Sustain

In 2019, AireHealth leveraged the Commercialization of Innovation expertise of Legacy DNA and Dr. Roxie as a “thinking partner” to develop its early adoption strategy — a clear path to market, identify potential pitfalls and circumvent failure (which occurs with 95 percent of innovations that attempt to go to market), and maximize its potential for commercialization success.

Dr. Roxie and Stacie together worked through COIQ’s scientific components and processes, which are designed to build a precise early adoption strategy by addressing five key elements that include the following:

Even when working for a global company with large budgets, going with the wrong strategy simply didn’t work, says Stacie. “Twenty years in the business did not stop me from needing help. I wanted to be taught how to build the right early adoption strategy that allows you to commercialize fully into the market. We sought out a good partner to figure that out and went into [the COIQ] program with Dr. Roxie.”



TIMING



TARGETING



COMMUNICATION



PRODUCT



PILOT

TIMING: Analysis on when to announce the innovation to the market, when to pilot, and when to launch.

TARGETING: Identification of what market segment should be pursued through the lens of early adoption.

COMMUNICATION: The definition of key messages and how to differentiate AireHealth’s innovation authentically and meaningfully to resonate with the early market.

PRODUCT: Planning of the product configuration and the co-creation strategy. This involved focusing heavily on AireHealth’s readiness to engage in the 5 Co’s of product co-creation, which include Co-ideation, Co-Design, Co-development, Co-test, and Co-launch. The goal was to ensure a Minimally Viable Product (MVP) that would appeal to target market segments because those segments participated in the product’s evolution.

PILOT: Development of a pilot plan that leads to future sales.

Through Dr. Roxie’s COIQ process, AireHealth learned and experienced the power of co-creation and developed its start-up commercialization superpowers.

“COIQ opened up my eyes to the entire level of patient co-creation – I didn’t know how to practice it,” adds Stacie. “We ramped up our team and implemented the 5 Co’s to build on real-world evidence through vetted pilots and find a natural fit or two to put into practice for patients.”

The process resulted in making important changes to the companion app based on patient feedback before the product launch.

“Dr. Roxie’s secret weapon is that she is able to effectively translate an academic approach into a real-life execution,” says Stacie.

Building the Power to Pivot

As the company continued to gain growth traction in 2020, the world was shaken by the COVID-19 pandemic. While many businesses — from start-ups to established brands — suffered from the pandemic's impact on resources and the economy, AireHealth once again flexed its superpowers to pivot. The company pivoted its digital respiratory health strategy into a collaborative effort to help coronavirus patients battle and beat the virus, tapping into an early adoption vision that companies can gain through the insights of COIQ.

In March 2020, AireHealth reached out to collaborative technologies to enhance its portable nebulizer and companion app solution to provide a disposable seven-day attachment kit and digital monitoring for COVID-19 patients. The company also adjusted its manufacturing and supply chain strategies.



“The work we did in developing an early adoption strategy helped us to maintain the continuity or the plan that we had put in place,” says Stacie. “Had we not wrestled through that and not put in place a very concrete plan of how to innovate collaboratively across the five Co’s ... how would we innovate and who would we ask for support to pivot for the emergency market need COVID-19 created?”

Brought to You by *Legacy DNA*

Fueled by decades of industry exposure and life-long study, Dr. Roxie created Legacy DNA and “COIQ With Dr. Roxie” to address a volatile and rapidly evolving healthcare market, while also feeding a growing desire to improve the lives of those who benefit from that same market: the patients.

Healthcare companies are faced with commoditization and changing market conditions like industry reform and advances in medicine and technology on a near-daily basis. Navigating that environment is highly complex and filled with uncertainty. There's a lot that can go wrong if you're not prepared. Data shows approximately 95% of new product innovations brought to market fail to reach an adequate level of customer acceptance and financial performance. Entrepreneurs already have a lot on their plates, and internal marketing teams don't usually have the bandwidth or the commercialization expertise to successfully bring a product to market.

That's why Legacy DNA is here: to give brands the tools they need to survive in a rapidly changing marketplace, to help solve the healthcare commercialization gaps, and to ensure health innovators can successfully bring their products to market.

Become part of the 5 percent whose new product innovations succeed.

Connect with us at www.legacy-DNA.com.

WHAT'S NEXT?



Hey, I'm Dr. Roxie. We wrote the book on how health innovators maximize market success. Literally. We've uncovered the strategies—the good, the bad, and the ugly—that cause innovations to succeed or fail.

If you're interested in learning more about how you can ensure your innovation is successful, here are a few options for your next step.



Hop on a call with me. A *free* 20-minute strategy call where we'll take a look at where you are, where you want to go, and how to make that happen.

[SCHEDULE A CALL](#)



Watch my video show (or listen to it as a podcast). "COIQ with Dr. Roxie" is an interactive video and podcast show where top health innovators, early adopters, and influencers speak candidly about their healthcare innovation experiences.

[BROWSE COIQ EPISODES](#)



Buy my book. "How Health Innovators Maximize Market Success: Strategies to Launch and Commercialize Healthcare Innovations" doubles as a workbook, giving you an intro to the COIQ System and guiding you to reflect on your current strategy and what might be missing.

[BUY THE BOOK](#)