



Destination Mapping Case Study

Taking a medical technology company from start-up to an established, global brand 📍

The MediBeacon logo, featuring a horizontal line with a small starburst above it, followed by the word "MediBeacon" in a bold, sans-serif font.



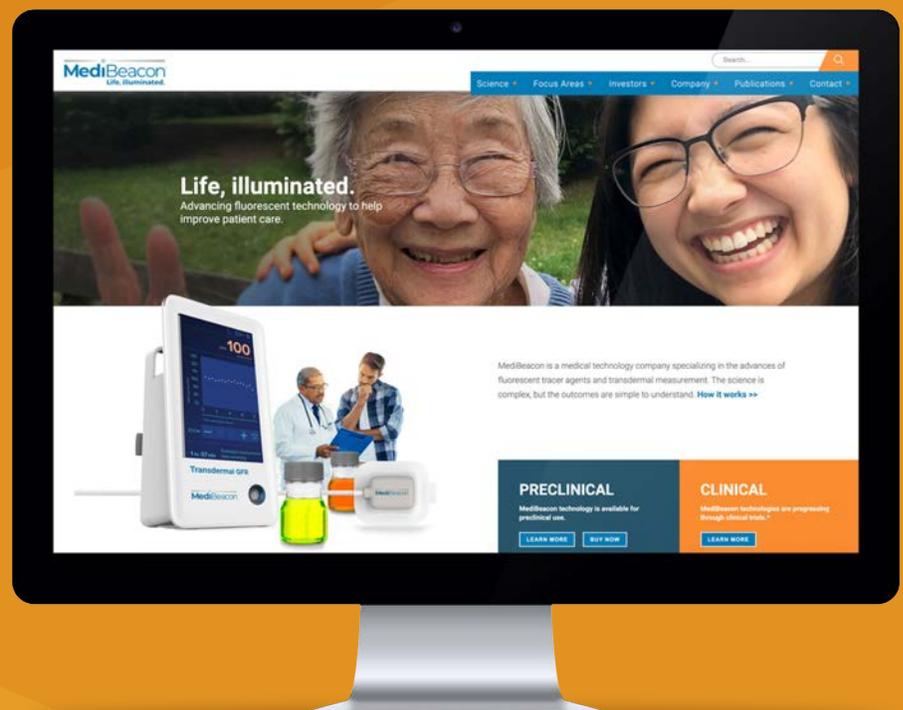


There are several factors you can expect to face when developing a medical device and bringing it to market. It takes time, money, and it takes a brand that can carry you as you transition from a start up to becoming an established industry pioneer. And then, there are the challenges of communicating the benefit of real-time transdermal GFR measurement to investors, doctors, scientists, and research facilities with messages that resonate with them. Spoke's Destination Mapping™ process was the perfect tool to get them where they wanted to be.

### MediBeacon Destination Mapping Highlights:

# \$30M

MediBeacon entered into a \$30 Million Investment and Exclusive Commercialization Partnership in Greater China with Huadong Medicine





**MediBeacon measures success by advancing the health of a global population. We measure success in helping their targets understand this important story.**

The science is complex, but the marketing outcomes MediBeacon wanted to achieve were easy to understand. Getting there, through the Spoke Destination Mapping program, meant they could reach the medical community and investor audiences. To start, that required upping their game from an image and messaging perspective.

**What is Destination Mapping™?**

Destination Mapping is Spoke's proprietary process that combines research, discovery, strategy, understanding your sales process, target market, and Customer Buyer's Journey to identify and chart your fastest path to cash.™.



Building a strong brand begins by understanding where your customers are in the buyer's journey and giving them what they need to make a decision.

## Case Study: MediBeacon



**IMPORTANT MESSAGE:**  
... tracer agent technology adv...  
... MediBeacon's transdermal monitoring systems,  
... the potential to improve patient outcomes worldw...

**SUPPORTING BENEFITS:**  
... platform  
... for point of care, accurate and real-time results  
... to make the right decision sooner (Focused on improv...  
... (some)  
... has previously been unmeasurable  
... platform (nephrology, gastroenterology, ocular, s...  
... algorithms (converts measurements to a scale)

**TAGLINE OPTIONS:**  
**Life, Illuminated.**  
Fluorescence for life.  
Lighting the way for improved patient care.  
Creating measurable differences in global health.  
... the unmeasurable through fluorescent tec...  
... in global health.

**INFLUENCER / KEY OPINION LEADER**  
**Value can only be calculated if outcomes are measurable.**  
MediBeacon's robust platform of agents fac...  
... what was once unmeasurable. The...  
... gastroenterology have...  
... monitoring...

**MESSAGING**

**CHIEF MEDICAL OFFICER / CLINICIAN**  
**We're creating technology that could make a measurable difference in global health.**

MediBeacon is a medical technology company focused on advancing the use of fluorescent tracer agents and transdermal detection technology to provide vital and actionable measurement of organ function. What does this mean for the medical community? Diagnoses that once took days could be accelerated and clinicians can have new insights with direct relevance to treatment decisions.

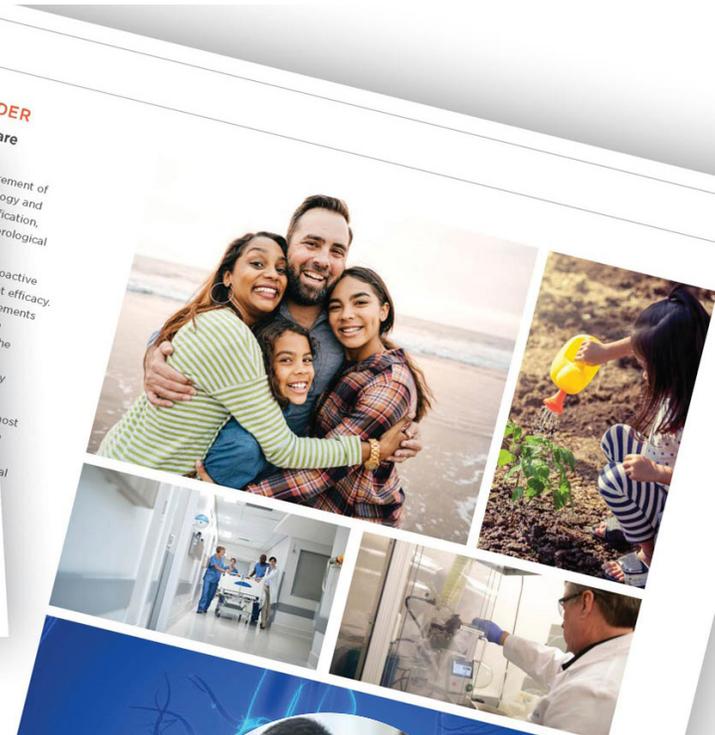
Our vision is to have real-time measurements of renal function (renal signs that are accurate and responsive to changes in actual organ function). Today, multiple subtests make clinical decisions a challenge. For the future, MediBeacon can provide opportunities to improve disease treatments.

Accurate physiological measurements made in real time, and at the point of care, are vital in the critical care setting as well as in the management of chronic disease. Fluorescent tracer agent enabled monitoring systems are well positioned to provide measured GFR, GI permeability quantification, enhanced visualization of the vasculature during ocular angiography, and identification of the ureters during abdominal surgery.

Evidence of our advances can be found in the numerous listed global patents, preclinical publications and clinical trials to date. At MediBeacon, we measure our success in our ability to create measurable differences that impact global health.

**Target Pathway:**

SCORE	SCIENCE	FOCUS AREAS
CONTACT/GET UPDATES/DOWNLOADABLE	CONTACT/GET UPDATES/DOWNLOADABLE	CONTACT/GET UPDATES/DOWNLOADABLE



This also meant developing detailed and specific persona-driven messaging that appealed to their target audiences. It ultimately would result in a brand that reflected an established medical technology company helping advance the health of a global population. Or as we described it in a new tagline: *"Life, Illuminated."*

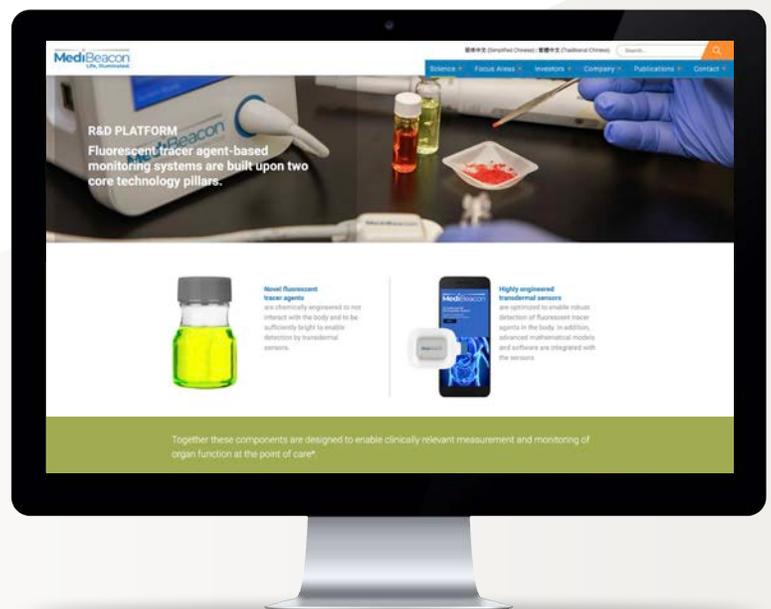


**Life, illuminated.**  
Advancing fluorescent technology to improve patient care.

**Medical advancement requires trial and error. Destination mapping is about removing errors in marketing that product.**

MediBeacon's fluorescent tracer agents and transdermal monitoring device had passed several grueling stages of development. It had gone from preclinical into the clinical phase and was soon going to be approved for consumer use. They had everything in place, except they lacked one thing. The funding to get to the finish line.

Part of the Spoke Destination Mapping not only involved directions to reach the medical community through clinicians, we helped MediBeacon navigate the winding and twisting road to private funding. In addition to creating countless investor decks over the years, the investor section on MediBeacon's website provides detailed information on the technology, the market opportunity, and their portfolio of patents.





MediBeacon knows a lot about science and how it positively impacts the human body by measuring what has previously been unmeasurable. But now they could measure the success of Spoke's Destination Mapping. By developing a website strategy that included creating specific paths and messaging for targeted personas, generate excitement and interest from the international community and open new markets for their pre-clinical device.

Let us help you define your Customer's Buying Journey.

Call Dan Klein at (314) 623.1439 to schedule an appointment to learn more about how our Destination Mapping programs can help you Activate your Customer Buying Journey.

[SPOKEMARKETING.COM](http://SPOKEMARKETING.COM)

*Where you want to be™*