Notenda.

Digital Health Productization

Methodology & Proprietary Frameworks

© 2025 Notenda LLC

We believe that rigorous business discipline is required to be successful in any and all precision medicine enterprises.

The basics of validating a high value problem to solve, delivering the right solutions for each stakeholder, and ensuring the financial resilience of the company providing them are absolute requirements for every new endeavor.

Guiding principles

validated

This is at the core of what we do. We get our answers from outside the building through past validated experience, interviews and more

iterative

From one-week cycles to “planned misses”, we know that the path to success requires lots of fast learning

collaborative

Workshops, whiteboard sessions, and joint interviewing guarantee a better outcome and allow you to learn along the way

actionable

With a focus on your P&L and adoption, we will be sure you “know what to do” with what we deliver

PROPRIETARY FRAMEWORKS

We are all former top executives from leading digital health companies.

To answer the same questions you have now, we have developed a rigorous methodology for delivering strategic insight.

We can help you to develop the right products, business model, and commercial and communication strategies to realize the value of what you do.

Business Design Framework

"How do I describe my business?"

Disciplined components to ensure a successful business

1 Opportunity

Fact-based

Quantified

Fidelity related to business focus

2 Complication

Profound barrier(s)

Relates clearly to competitive advantage

3 Solution

Outlines clearly the "what"

User and buyer driven

Adoption-proven

4 Business Model

Frames the business structure (eg. platform, vertical)

Clear path from start to scale

Outlines revenue-value exchange

5 Value Creation

Succinctly connected to business model

Balance of practical and bold financials

Validation from comparables

Product Validation Framework

"What are we making and selling?"

Target users

Persona maps
Critical drivers and motivators
Experience guidelines

Validated pain points

Current state scenario
Business priorities
Adoption barriers

Tested solutions

Future state scenario
End-to-end journey mapping
High fidelity experiences

Product planning

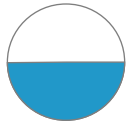
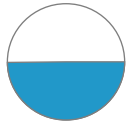
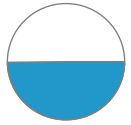
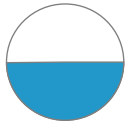
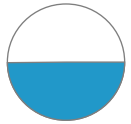
Portfolio outline & adoption model
Core value propositions for personas
Delivery priority and roadmap

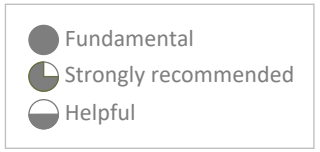
Pricing

Value-based pricing
Matched clearly to business model
ROI models for value chain members

Strategic Communications Framework

"How do we talk about this?"

Key Components	Deliverable Examples	Success Defined: Commercial Success	Success Defined: Financing
Messaging Framework	*Mission statement* *ID statement, pillars, tagline(s)* *Boilerplates*		
Business Story	*Company overview* *Investor pitch* *Media pitch*		
Investor Development	*Bank/analyst/fund ID & selection* *Geographies & outreach* *Key conferences & events*	N/A	
Commercial Development	*Business strategy story development* *Core commercial decks* *Portfolio/product decks*		
Story Dissemination	*News planning/cadence/release* *Earned media outreach* *Paid media*		
Assets	*Website message integration* *Success stories* *Marketing material templates*		
Special Initiatives	*Major real-world projects to showcase value*		



Purchase Journey Framework

"How do I close deals quickly?"

Understanding the end-to-end experience for *each* persona

awareness — *purchase*

Persona

Role(s) in purchase journey

- How they hear about us
- Motivators and what they value
- Top sales barriers
- How to overcome those barriers

Commercial Success Framework

"How does this all this come together?

Sales-Ready Products

Validated product portfolio
Persona-specific offerings
End-to-end solutions

Value Proposition & Differentiation

Value tied clearly to top pain points
Uniqueness specific to those pain points

ADOPTION

SALES

Selling Assets

Presentations
Webinars
Web site
Handouts

Pipeline Management

Validated purchase journey
Distribution strategy
Lead generation
CRM

AI-Enablement Framework

"How do I leverage AI to drive impact?

AI is not one thing—
it's a suite of capabilities

*I need to **create***

Generative

For content, concepts, and visualizations that match brand, tone, and regulatory guardrails:

- Medical content automation
- Persona-specific comms
- Rapid prototyping

*I need to let people **interact**?*

Conversational

Enable users to interact naturally with data, services, or support:

- Patient and provider chat interfaces
- Guided product onboarding
- Voice-of-user capture at scale

*I need to **anticipate***

Predictive

Anticipate needs, risks, and opportunities using historical and real-time data

- Patient stratification
- Commercial signal detection
- Next-best-action for care or marketing

*It needs to **fit in***

Contextual

Ground outputs in relevant clinical, behavioral, or operational context

- Decision support with traceability
- Real-world evidence integration
- Embedded insights in workflow

Notenda.

contact@notenda.biz | 1.858.735.1773 | www.notenda.biz

San Diego
12463 Rancho Bernardo Road, #253
San Diego, CA 92128

Las Vegas
1287 Rolling Sunset Street
Henderson, NV 89052

Reykjavik
Oldugata 13
Reykjavík, Iceland