

2026

U.S. HEALTHCARE STAKEHOLDER INSIGHTS PROGRAM for Korean SMEs and Startups

Insights Project Overview & Scoping Instructions



The project provides insights that lead to next steps

An insights project is ...

A key hypothesis a startup or SME is seeking to validate to drive critical decisions, advance market readiness and catalyze potential next steps

12 weeks

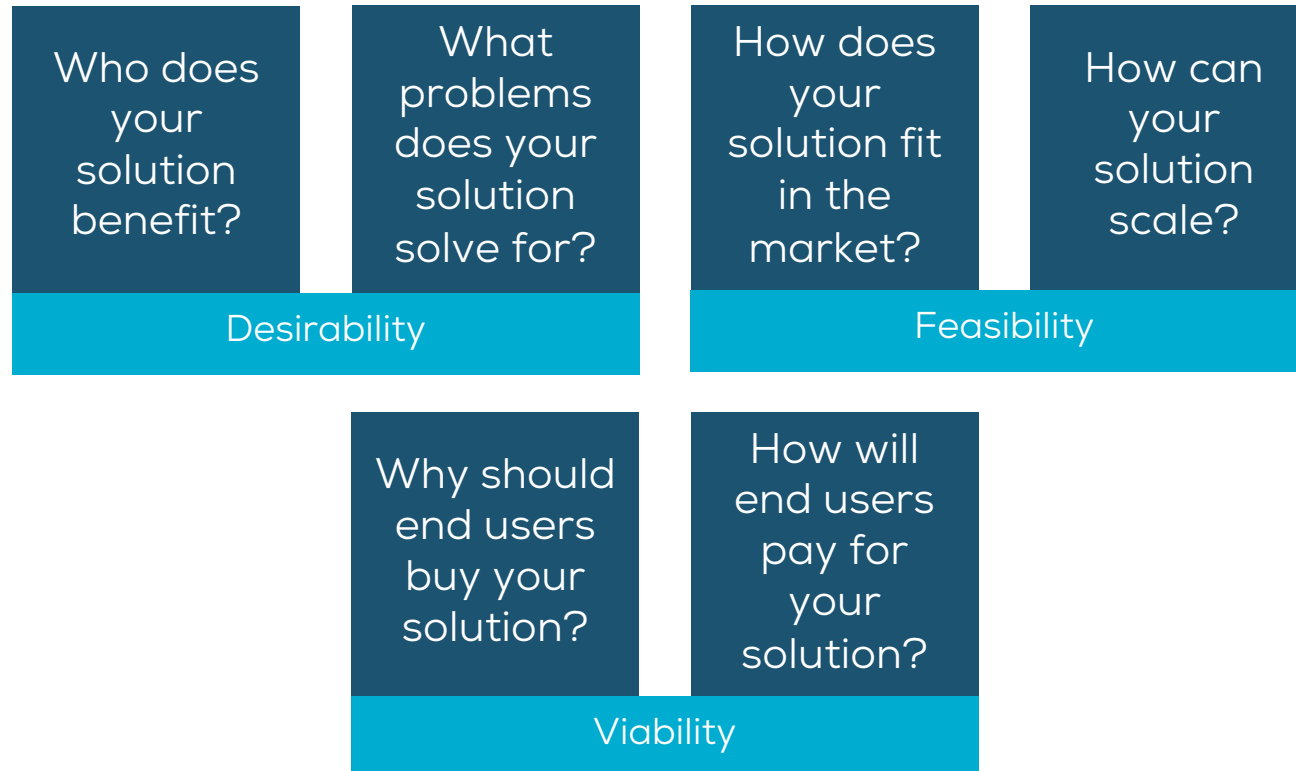
Matched with an industry partner

Tests a discreet business question

You are responsible for driving the insights project forward. Because it is a short time span it is important to use every meeting effectively - this means developing a timeline, coming to calls with the partner with an agenda, materials and questions ready and being proactive.



The project unlocks key insights by addressing fundamental questions



Examples of past insights projects...

Consumer and provider willingness to pay and adopt a novel diagnostic test

Testing usability or adoption in a novel population

Integration of clinical workflows for both in-office and at-home

Reimbursement landscape analysis

Cost benefit analysis of implementing a preventative screening offering

Your Insights Project Scoping Document will outline 6 key components of your proposed study

- 1 Insights Project Statement**
What is the core hypothesis you are seeking to validate to drive critical decisions and next steps?
- 2 Insights**
What are the qualitative or quantitative insights coming from the insights project that you are using to further your business or solution?
- 3 Outcomes**
What is the next step you are hoping for?
- 4 Target Insights Project Format**
How will you execute your insights project? You can propose 2-3 formats.
- 5 Target Industry Partner Type**
What kind of industry partner would help deliver the most insights from your insights project? (e.g. *healthcare provider, reimbursement expert, CRO*)
- 6 Ideal resource(s)/expertise a partner could provide**
What would you like an industry partner to provide during the 12-week program for your insights project?

Do not exceed 1 page. Please include your completed scoping document within your application.			
Startup/SME logo – Startup/SME name			
Startup/SME Description			
Insights Project Statement What is the core hypothesis you are seeking to validate to drive critical decisions and next steps?	#1 We want to learn ____ because ____ so that we can ____	#2 We want to learn ____ because ____ so that we can ____	#3 We want to learn ____ because ____ so that we can ____
Insights What are the quantitative insights coming from the project that can be used to further your business or solution?			
Outcomes What is the next step you are hoping for?			
Target Insights Project Format How will you execute your insights project? You can propose 2-3 formats.			
Target Industry Partner Type What kind of industry partner would help deliver the most insights from your project? (e.g. <i>healthcare provider, CRO, reimbursement expert</i>)			
Ideal resource(s)/expertise a partner could provide What would you like an industry partner to provide during the 12-week program			

1 Insights Project Statement

- Create up to three (3) separate hypothesis statements about what you would want to learn.
- Utilize the format we have to the right.

Insights Project Statement

Hypothesis

We want to learn _____

because _____

so that we can _____.

2 Insights

- What are the insights you would hope to gain?
- These may be quantitative or qualitative elements.

Examples:

- Key metrics
- Prototype iteration
- Go-to-market strategy
- Validation of product-market fit
- Validation of payment model
- User journey
- Data Insights
- Custom

3 Outcomes

- What is the next step you are hoping for?
- You should moderate your response and not say “investment” or “a full pilot”; think about how answering this question can support your broader efforts.

Examples:

- Path to pilots
- Marketing or scaling plan
- Understanding product distribution strategy
- Relationship building
- Proof of concept in a new application
- Custom

4 Target insights project format

- How will you execute your insights project? You can propose 2-3 formats.

Examples:

- Focus group or 1:1 interviews
- Clinician survey
- Clinical workflow assessment
- Product Testing
- Time study
- Market size analysis
- Reimbursement analysis and assessment



5 Target industry partner

- What kind of industry partner would help deliver the most insights from your project? (*e.g. healthcare provider, reimbursement expert, CRO*)

Examples:

- Health System – clinician
- Health system – staff
- Health system – IT or operators
- Medial Payer
- Distributors
- Reimbursement expert
- CRO



6 Ideal resources/expertise

- What would you like an industry partner to provide during the 12-week program for your insights project?

Examples:

- Data and analytics
- Business subject matter expert
- Clinical subject matter expert
- Access to clinical setting
- Market research
- Research & development
- Reimbursement analysis



EXAMPLE *Insights Project Scoping Document*

Remote imaging and diagnostic solution to increase access to and efficiency of teledentistry exams

1

Insights Project Statement

What is the core hypothesis you are seeking to validate to drive critical decisions and next steps?

1. We want to learn **how our solution scales to different patient populations outside of orthodontics**
2. **because we want to expand our reach and potential market**
3. **so that we can increase access to broader dental & systemic care and grow our business**

2

Insights

What are the qualitative or quantitative insights coming from the insights project that you are using to further your business or solution?

1. Adoption rates in novel patient populations (e.g., children in Head Start)
2. Minutes saved per patient
3. Effectiveness of the scan
4. 70%+ satisfaction with clinicians and patients

3

Outcomes

What is the next step you are hoping for?

Pilot with potential partner on expanding to more locations & populations

4

Target Insights Project Format

How will you execute your insights project? You can propose 2-3 formats.

1. Time study – Go into a clinic setting and time how long the solution takes with a new patient population
2. Surveys – how satisfied are clinicians and patients with our solution

5

Target Industry Partner Type

What kind of industry partner would help deliver the most insights from your insights project? (*e.g. healthcare provider, CRO, reimbursement expert*)

Dental provider with access to diverse population

6

Ideal resource(s)/expertise a partner could provide

What would you like an industry partner to provide during the 12-week program for your insights project?

1. Clinical SME – to provide guidance on new patient population
2. Clinical SME – to provide guidance on usability and workflow fit



MATTER



THANK YOU