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Understanding and engaging the stakeholder

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Ascensia Health Care

Who we are?

Ascensia Health Care is a multi-national organization whose exclusive focus is on enhancing the lives and health of mainly individuals with diabetes. Ascensia is based in Basel, Switzerland, and was founded in 2016 when PHC Holdings acquired Bayer Diabetes Care. We have been helping people manage their diabetes for more than 80 years, and our products are available in more than 100 countries.

We are the exclusive worldwide distributor of the Eversense® continuous glucose monitoring systems, the longest-lasting CGM on the market, and the home of the globally recognized CONTOUR® line of blood glucose monitoring systems. Additionally, we are dedicated to expanding our line of cutting-edge, transformative products.

We improve the lives of those who with diabetes. Our goal is to prevent diabetes from impeding people's ability to lead fulfilling lives in the future.

Our goal at Ascensia Diabetes Care is to meet patients' demands by using our creativity and in-depth knowledge of diabetes. We develop precision instruments and high-quality solutions to assist patients in taking control of their lives and managing their conditions. We are flexible, entrepreneurial, and dynamic in our operations, and innovation is ingrained in our DNA.

Our latest product

At Ascencia we have decided to expand our horizons to more than just the field of diabetes products and services. Our latest venture is a brand new, state of the art, technological breakthrough that will track heart rate, oxygen levels and sleep patterns; this is due to launch in 6 months. Below follows a conclusive SWOT analysis that will explain the product and the strategic planning looking at its internal and external factors. This will determine whether our new mobile health device will be a success or failure.

Our heart, lungs and body function are crucial to ensure we live healthy, stable lives. Being able to track this and stay on top of all of their operations means those using the product will be able to take better care of their well-being. Therefore, introducing such a product which monitors the heart rate, oxygen capacity and sleep pattern will need to be assessed by stakeholder to see if it an educated choice, gaging how successful the product will be.

Strength

Firstly, the strength of this health product is its credentials, people believe in our company and overtime this has led to building trust with us. People value what our company does and our aim, which is finding a way to support and monitor the health of individuals. Providing a solid base for it to be used within the wellbeing market. Its digital features give a concrete opportunity to be used as a health device. This product has been designed alongside various professionals who are expertise in this field as well as using appropriate patient information to create a great product for the medical community making it a competent mobile product. Helping us to bring this product to light were knowledgeable health care professionals, practitioners and most importantly experts that were up to date in their research of the medical industry. This helped ensure all health care regulations did not get breached during the process, and the product met all medical regulations.

In addition, Ascencia is financially capable of delivering what has been promised; this has enabled us to heavily spend on materials, promotion, research, and development. And behind us we have a strong team that are efficient, knowledgeable in this field and have excellent time management skills, allowing them to develop our product within the 6-month period

Weaknesses

Although we have discussed strengths, one weakness could be that although the professionals we are working with have educated knowledge in the medical industry, the

project management team may not have as much experience working with digital health products that work effectively. This is our first product that is not in the diabetes field. Due this, the company may need to reach out for help from outsider companies which getting them on board will be time costly, new organization will need time to fully understand the product and finding the right person to execute the job may take a longer time for the product to be launched.

Opportunities

From our research we have learned that medical digital devices are becoming more and more popular as time goes on. We have found that due to past events and losing so many individuals during covid 19 a lot more people are being more health conscious and are health motivated and because of this, products like the one we are creating are becoming more popular world wide. Many people became aware of the significance of early identification, prevention, and continuous health monitoring as a result of widespread disease and loss. Body mate will work to support this as it works as a deterrent from ill health, with the use of this we could potentially support the well-being of all individuals.

This give this products alongside other products like this a fighting chance in the health care digital market community. This suggests that individuals are looking for new ways to take care of their health and technology could be the next best thing to support it.

Another opportunity comes from working alongside influencers. Providing the product to those who use health programs, athletes may support the provision marketing and promotions allowing it to reach people who would really benefit from the product

Threats

Big tech firms like Apple, Samsung, and Fitbit are fierce rivals. These companies already have devoted consumers as well as strong R&D and marketing capacities. The launch schedule may be impacted by any delay in regulatory approval. This suggests that going up against big tech firms can be very difficult when just starting to build a new brand.

Technology Markets such as Apple, Samsung and Fitbit are highly established and have a huge fan base making it extremely dangerous for small businesses to go up against.

Cybersecurity and data privacy are major challenges. The organization's reputation could suffer from a data leak. Market shifts, problems with the supply chain, and shortages of electronic components are additional external hazards that could interfere with product development or production. This specifies potential threats whilst building our project and

is something we highly want to avoid. Therefore, we must ensure that we are working alongside stakeholders that are familiar with the technology market is crucial to prevent reputation damage and the product from being under threat.

Stakeholders

There are many stakeholders involved in this project. For starters there are the Owners of the company that have approached us with this task.

There's the product development team who are in charge of developing all new products.

The marketing team that coordinates and produces all materials that reflect the company, acting as its public face. Reaching out to potential clients, consumers, investors, and/or the community are all duties of the marketing team.

A sales team, that has a variety of duties, such as managing accounts, closing deals, and creating leads and customer relationships.

End user/customer who will ultimately be the buyer of our new product. It is very important to run some trials with our product as a concept and getting feedback from real people before releasing it to the public.

The government will also play a big role. It is the government schemes that will pay for the majority of our clients' healthcare because of the disability assistance it is required and has agreed to give.

Suppliers of all our materials will have an important role also. Mainly because they will be responsible for supplying us with the best quality materials at the best possible price so that the product is feasible and profitable.

Healthcare professionals such as doctors and nurses who will be responsible for prescribing our product to the patients.

Pharmacies will also play a role because based on whether our product is deemed good enough, they will ultimately decide whether or not to buy stock from us and sell our product to the people who need it.

Without a question, there are many advantages to investing in and treating your staff as internal stakeholders. A company with employees at its core who have a genuine stake and recognize the significance of their function inside your organization will be valued by every other group of stakeholders impacted by your business (S.Iqbal, 2021). Our employees are stakeholders in this venture and we will expect 100% compliance and efforts from all those involved in this project.

MHRA is a stakeholder because they are responsible for making sure that the product is effective and safe.

If we separate these two sets of stakeholders into primary and secondary it will look something like this -

Primary Stakeholders

- Employees (marketing team, sales department, production team etc.)
- Patients/Users
- Healthcare Professionals

Secondary Stakeholders

Secondary stakeholders are individuals or groups that are indirectly impacted by an organization's efforts or activities, either favorably or unfavorably. The results of a project have an indirect impact on them.

- Suppliers of materials
- MHRA (governing body or regulator)
- Government

Communicating with stakeholders is crucial when developing a product and even more when creating a brand-new product. Stakeholders refer to managers, staff, individuals using the product for anyone that can be of influence to being involved in the product development process. Frameworks have been put in place to support project managers to make effective decisions and enable them to communicate efficiently whilst undergoing the project.

Firstly, **the Stakeholder Salience Model is where those in charge of the product** decide which stakeholders are most relevant. This model looks at three main factors, Power. Legitimacy and Urgency. Its frameworks provide guidelines in which suggest which stakeholders make the decisions that shape what direction the product goes in. It looks the most valid of interests and greatest concern in regard to the product. Project managers use this model to find the most relevant stakeholder weighing up who they believe to be

the most appropriate and quick actions to take. Those stakeholders that all the above will be the most appropriate. Oversight agencies and executive leaders are the closest stakeholders who meet all three factors of this model due to the dynamic nature of their role. This is because they are the ones in the business who can give permission, put things within the firm on hold, or stop it from happening whereas anyone under this will have less influence and so will not be as relevant.

Like the above model is the power-interest Matrix. It is based on four main groups; the stakeholders are put into this category based on their credentials, for example whether they have a high degree of interest or a low degree of interest. If the interest is high this means that stakeholders are invested and interested in how successful, the product will be. Low degree of interest means that they will not be much need for communication as they will not be as much affected as others.

RACI Matrix

A RACI Matrix is a way to simplify the delegated tasks among all those involved in a project. It stands for **Responsible, accountable, consulted, informed**. When a project begins to get some momentum, it is best to give different people different jobs within the project so that the specific tasks can get somebody's full attention. One of the main purposes of a RACI Matrix is that it facilitates communication.

Step by step

1. Identify the roles of the project – Create a table preferably using names for every role.
2. Identify the tasks and deliverables of the project – break down the project deliverables into meaningful sections.
3. Assign tasks to each role – every task should have 1 responsible/ accountable person
4. Share with your team – once the RACI matrix is created it should be shared with the whole team – this is important because everybody must understand their individual roles and responsibilities.
5. Share with the major project stakeholders - Arrange a short meeting to discuss the RACI chart with the major project stakeholders

6. Keep the RACI matrix updated throughout the lifecycle of the project – this is key because circumstances may change as the project progresses.

A RACI matrix assigns clear roles for each team member for a project's duration. Every member of the project team is assigned a clear role and expectations (B. Matthews, 2025)

As project manager, it is my responsibility to communicate, co-operate, co-ordinate and collaborate (the 4 Cs).

Communication - To do this effectively I will make sure that there is open line of communication at all times such as a separate group chat/ mailing list.

Co-operation – to do this I will make sure that after every update and all options have been discussed. A decision will be made and finalized and will be expected to be followed by all parties involved.

Co-ordination - Project coordination is the process of organizing tasks, people, and resources to make sure that a project runs smoothly and meets its goals. It's about keeping everything on track – making sure teams know what to do, deadlines are met, and issues are addressed before they cause delays (V.Kashyap,2025). I believe this is a crucial process to complete a project successfully.

Collaboration – If all parties work simultaneously and efficiently, I believe that any task can become more manageable and easier to complete.

Market Research

Our new product which we are yet to agree on a name but for now will be called 'BodyMate' (just a concept name), will be used to help optimize the health of our clients by continuously monitoring their organ functions and the link that they have to sleep patterns. We must first compare our products to products made by our rival companies in this field.

'HumeHealth' is one of our number 1 competitors as they also have a similar product on the market right now which seems to have some pretty good reviews. From world

champions to everyday heroes, Hume Health is the future of human performance and longevity (HumeHealth, 2025). Their 'HumeBand' is a band worn on the wrist that links to an app on the clients phone so that they can monitor their own health functions.

Although our product has its similarities, the main difference is that even though our product will be worn by the client and will also allow them to monitor their health. The added benefits of our product is that 24 hours a day the results are shared with our experts working at our labs so that they can monitor the clients health and make contact to resolve the issues as quickly and effectively as possible.

For instance, if one of our clients begins to have a dramatic increase in heart rate in the middle of the night, we will know if he/she is having a panic attack or a heart attack and act immediately. Its as if they are in hospital being monitored 24/7 but in the comfort of their own lives, whether that they be at home, at work or outdoors.

In a worst case scenario, our client may live alone. If that man or woman has a sudden heart attack, a stroke or problems breathing there would normally be no way for them to seek help. With our product, this information is automatically and instantly sent to our medical experts who can send help by contacting emergency services or sending our very own medical experts.

We have planned to do a survey at a private healthcare center that will involve 1000 people wearing our concept design, reading our information leaflet, and then filling out a questionnaire about their opinions on our product how much they think our product could improve their lives. At the end of the questionnaire we will ask if they would be interested in purchasing our product and then we can create some diagrams and charts with the information that we are provided with. This should give us a rough indication of which age groups and types of people that will later become our target audience once the product is launched.

Market research surveys are powerful tools that help companies better understand current and potential customers. This information can be used to make business decisions based on facts and data —not flimsy gut feelings (S.Shikhris, 2023). This is crucial because we must first understand the specific public need for our product before we create so that it can be as useful as possible to the client.

Our employees must then take the data that we receive from the surveys back to our headquarters and study it to find out what the research shows. They must analyze the

information and then relay back to the manufacturers exactly what changes need to be made to our original concept design to satisfy the client needs.

Our manufacturer must then make all necessary changes in terms of materials and design in the factory and try to cater to the needs of the end user as closely as possible to their ideal product.

For obvious reasons, such as different people desiring different dimensions, colours and designs – we will design the same product but with a few aesthetic variations to appeal to a broader audience.

The beauty of our product is that it is not limited to people of a particular age, but rather a necessary health gadget for anybody who would like to be more informed about their current health status. Also, the fact that it automatically calls the emergency services if a client's organs begin to fail makes our product appealing to anybody who is worried about their personal safety. If something were to happen to one of our clients and they were in the middle of nowhere and had no way of calling for an emergency – our product would automatically do it for them.

Marketing is a broad function within any organization. You use it to tell and sell your brand and products, which means that you can swing between wrangling journalists for PR juice and mapping out your content strategy (M.Shehu, 2013)

This leads us to discuss the role of our marketing team. Our marketing will be responsible for marketing this product in many different ways.

1. A product for elderly people with weaker hearts and higher rates of organ failure
2. People that have difficulty breathing and smaller lung capacities that are at higher risks of emergencies
3. A product for athletes to track their heartrate and other functionalities
4. People that often travel in remote places such as mountains, deserts, forests etc. where they may be in need of emergency help at a random time.
5. People that just want to monitor their own health 24/7 with the help of human and AI experts to optimize their living standards.

In essence, we believe that every living adult should own one of our products to assure their own safety and to increase their chances of survival in any emergency situation. If we live in a world where it is not the person that calls the emergency services, but the heart rate and other organs that trigger the call instead. It would lead to a great increase in

survival especially in remote situations. This is a product that has so many different uses for so many different people that is a must for at least 1 person in every household.

Another amazing fact about our product is that if the battery runs out it will automatically begin running off of the power generated by the person's heart. In the same way that a pacemaker can be run by a human heart, our product can also be powered. Researchers at the University of Washington have developed prototype piezoelectric devices to convert energy from a heartbeat into electricity that could recharge the battery of a leadless pacemaker (S.Buzby, 2023). This will allow our product to be charged manually, wirelessly or by the heart. The monitor will always stay above 10% charge when worn by a person with a functioning heartbeat –if it goes any lower whilst being worn by a person – it will trigger the emergency protocol that is setup by the user and the emergency services will be notified.

Patents

There are multiple rarely spoken about stakeholders in any business, including our competitors. As soon as we launch our product, there will be interest in copying our designs or technology, so we must ensure to get patents for as many parts of our product as possible.

In order to promote innovation while safeguarding the inventor's investment, a patent is a legal right that grants an inventor the sole authority to prevent others from producing, utilizing, or marketing their new invention for a set period of time (typically 20 years) in exchange for publicly disclosing how the invention functions.

A patent is a right to use an invention. If you made a product—your product—your right is to exclude others from using, making, and selling the product. If you created a new method of using a product, then your right is to exclude others from using that product (T.takenaka, 2022). In a nutshell, we will need to patent our unique designs, logos and colour coordination if possible to ensure that our product will always stand out and have aesthetic exclusivity in this market.

Conclusion

We are super excited about the launch of this new product. We will need the support and/or feedback from all of our stakeholders from the manufacturers to the public and everybody in between. Without stakeholders there is no business, no planning, and no success of any new product. In business, stakeholders are defined as the individuals or groups that are impacted by, have an influence on, or have an interest in your organization or project. Common types of stakeholders in business include customers, employees, shareholders, suppliers, wholesalers, distributors, neighboring businesses, local communities, and more (A.Rogers, 2025)

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