Case Study: Navigating Premium vs. Value Brand Strategy in Healthtech — Straumann Group's CADCAM Prosthetics Repositioning

Client Overview

Client: Straumann Group – North America (Custom Prosthetics Division)
Sub-Brands: CARES Scan & Shape, CARES CADCAM Prosthetics, etkon® iDent (later Medentika)
Industry: Dental Technology / Healthtech / Medtech – Custom Prosthetics Design & Digital Manufacturing

Straumann is a global leader in **premium dental implant and prosthetic solutions**, recognized for **Swiss engineering precision** and a strict *"original-on-original"* quality ethos. In 2017, they faced a pivotal strategic challenge: **introducing etkon® iDent**—a value-oriented, digitally compatible CADCAM abutment offering—into a portfolio historically defined by exclusivity and premium pricing.

The Strategic Challenge

Launching a value-tier product under a premium healthtech brand mirrors a **common challenge across the healthcare sector**:

- **Balancing Brand Heritage and Market Expansion**
  Straumann's premium DNA had to remain intact while opening doors to price-sensitive and digitally progressive customers.
- **Complex Portfolio Messaging**
  Scan & Shape, CARES CADCAM, and etkon® iDent were marketed independently, creating **narrative fragmentation**.
- **Perception Risk**
  Value products risked being seen as a downgrade rather than a strategic expansion.
- **Sales Enablement Gaps**
  Commercial teams lacked a clear framework to position premium and value lines without cannibalizing existing sales.

For **medtech and healthcare companies**, this scenario is familiar—how do you extend into new market tiers without diluting your core brand equity?

Our Advisory & GTM Strategy Approach

We led a **comprehensive brand and go-to-market repositioning**—designed not only to unify Straumann's messaging but also to **strategically layer premium and value propositions**.

1. Clarifying Value Propositions by Segment

- **CARES CADCAM (Premium Manufacturing):***"Swiss-milled, original-on-original prosthetics for unmatched precision and long-term performance."*
- **Scan & Shape (Digital Design Services):***"Clinically precise prosthetic design powered by Straumann's digital expertise."*
- **etkon® iDent→Medentika (Value-Compatible Prosthetics):***"Affordable, digitally compatible CADCAM abutments—engineered to Straumann's quality standards, with extended implant system coverage."*

2. Messaging Evolution: Before vs. After 2017/18

- **Before:** Exclusivity-focused positioning—emphasis on Swiss manufacturing, proprietary designs, and closed-system compatibility.
- **After:** Dual-path narrative—preserve premium tier for core customers, introduce a **value-compatible tier** under a sub-brand to attract cost-conscious, digitally savvy labs and clinicians.

3. GTM Integration

- **Sales Playbooks & Internal Training:** Ensured every rep could articulate *when and why* to recommend premium vs. value solutions.
- **Segment-Specific Campaigns:**
    - Premium-focused: heritage, precision, and long-term ROI.
    - Value-focused: compatibility, affordability, and faster adoption.
- **Cross-Brand Portfolio Positioning:** Maintained a unified "Straumann quality" umbrella while signaling clear product tier distinctions.

Before vs. After Messaging Table

Pre-Repositioning (Premium-Only)	Post-Repositioning (Premium + Value)
"Swiss-milled original prosthetics for Straumann implants only"	**Premium:** "Swiss precision. Original-on-original longevity."
— (No value-tier offering)	**Value:** "Compatible CADCAM abutments with Straumann quality engineering."

Pre-Repositioning (Premium-Only)	Post-Repositioning (Premium + Value)
Independent sub-brand messages	"Unified portfolio under one trusted brand, tailored for distinct customer needs."

The Results

- **Revenue Doubled in Under 2 Years** — Clearer portfolio positioning unlocked new market segments while retaining premium loyalty.
- **Faster Adoption Across New Segments** — Value-tier products resonated with price-sensitive, digitally progressive labs and clinicians.
- **Repeatable GTM Framework** — Provided a blueprint for future multi-tier product launches within the healthcare and medtech space.

Why This Case Resonates with Healthtech, Medtech, and Healthcare Leaders

If you're a **healthcare technology or medical device brand**, you may face the same challenge:

- Introducing **value-tier products** without eroding your premium positioning.
- Managing **portfolio complexity** while keeping brand equity intact.
- Aligning **sales, marketing, and product teams** under one narrative.

This case shows that with **clear brand architecture, segment-specific messaging, and integrated GTM strategy**, it's possible to grow into new market tiers **without losing your premium edge**.

Key Takeaways for Healthcare Brands

- **Premium vs. Value Can Coexist** — when supported by disciplined brand architecture.
- **Narrative Clarity Drives Adoption** — segmentation and role definition for each tier prevents customer confusion.
- **GTM Alignment Multiplies Impact** — unified sales and marketing execution accelerates penetration into new market segments.

Target SEO Keywords Integrated

- healthtech brand strategy agency
- medtech go-to-market consulting
- healthcare product tier positioning
- premium vs value brand architecture
- healthcare portfolio messaging strategy
- brand repositioning for medical devices
- GTM strategy for healthtech companies