



Aceso Ingenuity

Health care innovation measured.

Handy Tool #2: *Your Value Against Competitors*

	Personalization	Cost-Effectiveness	Privacy/Security	Access	Efficiency	Scientific Evidence	Integration	Work/Life Balance	Scalability	Technology Readiness
<i>Your Innovative Product Feature</i>										
<i>Competitor A*</i>										
<i>Competitor B*</i>										

*Place an **X** in the table where appropriate to indicate that your competitor's product also contains your innovative product feature.