

Product Launch - Medical Devices with Antimicrobial Technology

Overview

Medical scale manufacturer signs an exclusive agreement with an antimicrobial technology company that positions the manufacturer to be the first to add the antimicrobial solution across its entire medical scale product lineup.

Objective

Effectively communicate the new value proposition to the company's independent reps and distributors as well as managers and directors of hospital purchasing, strategic sourcing, and biomedical engineering departments.



Strategy & Tactics

- Co-marketing approach from both companies for the development of press announcements, marketing materials, data sheets, white paper, product videos, and website messaging.
- Identified medical purchasing conference for initial launch event; secured sponsorship that included private meeting room for presentations, as well as numerous corporate branding opportunities.
- Created a custom email invitation that was sent to all participating conference attendees.
- Conducted follow-up phone calls to invite conference attendees to private meetings reviewing the new products.

Results

- Presented new product offering to dozens of hospital systems via private meetings and reverse expo.
- Secured one of the company's largest sales by year end.
- Additional sales meetings to other medical centers also generated sales volume for this product rollout.