

eCCF Product Launch

The Challenge

Drug testing is an extremely price sensitive product. Employer Solutions is under pressure to drive costs out of the process in order to meet company goals. Additionally, customers are demanding quicker turnaround and more accurate test results.

The Solution

eCCF was developed as a fully automated, electronic solution to drive out costs and deliver more timely and accurate drug test results. As the market manager, I was charged with developing marketing materials to support the launch and promote product adoption. An integrated marketing strategy was developed to meet this challenge. The program included:

- [Website](#)
- Digital content
- Social media- [blogs](#) and LinkedIn adverts
- Collateral- [brochure](#) and training materials
- [Introductory video](#)
- [Webinar](#)
- [Trade advertising](#)

The Result

eCCF was well received by both internal audiences and customers. The sales team had the materials and coverage to speak intelligently with prospects. Existing customers were, in fact, inquiring about the product well before Quest was able to fulfill orders.

The Customer

Quest Diagnostics is a leading provider of diagnostic testing, information and services. The Employer Solutions unit performs over 1 million drug tests every month. Employer Solutions offers employee drug screening, an extensive collection site network and professional service and support.

