

Educate and Support Sales Representatives to Increase Product Awareness, Drive Trial Create Demand and Build Sales

COMPANY	■ A leading medical technology company that offers a diverse array of innovative medical technologies, including reconstructive, trauma and spine products
AUDIENCE	■ Orthopedic Surgeons and Hospital Administrators
CHALLENGE	■ The medical device sector is highly complex and dynamic, with a vast and growing number of products and competitors These factors make it challenging for sales representatives who must maintain an in depth knowledge of their products, medical terminology and clinical applications. Furthermore, to develop medical device partnerships representatives must communicate effectively with orthopedic surgeons.
GOALS	■ <ul style="list-style-type: none">• Train sales representatives about the new device and clinical applications• Build physician awareness and drive trial• Create product demand and build sales
STRATEGY	■ Develop an educational tool for sales representatives and design an integrated marketing campaign targeted to surgeons that demonstrates the medical efficacy and financial value of the medical surgical device
TACTICS	■ <ul style="list-style-type: none">• Create a fully interactive 3-D video animation model that demonstrates product benefits, specifications and clinical applications for surgeries. Place the interactive tool on the sales representatives' tablet, including:<ul style="list-style-type: none">- Medical terminology associated with the physiology of bone and the variety of bone breaks, fractures and trauma- Frequently asked questions with answers- Competitive information of other technologies and treatments• Design an integrated direct marketing campaign (email/direct mail) targeted to orthopedic surgeons and hospital administrators. The campaign will highlight surgical benefits and financial value of the product
RESULTS	■ <ul style="list-style-type: none">• Exceeded company's product sales goals by an additional 30%

