



RESULT

Demonstrated ability to contain costs without reducing care

Developed partner-oriented relationships with hospital, IDN and GPO

Enhanced relationships with distributors

Illustrated how Coloplast improves/complements the hospital supply chain

Increased compliance with hospital contracts



BACKGROUND

Leading manufacturer of medical appliances treating Colostomy and incontinence patients

Products are sold through a nationwide medical products dealer network and over the internet

Clinicians and medical facility materials managers are key buying influences

CHALLENGES

Coloplast did not have actionable feedback from clinicians and materials managers

Marketing and selling processes and materials were lacking segmented and prioritized importance based benefit messages

APPROACH

Conducted clinician and materials manager primary research to develop current state assessment and needs hierarchy

Analyzed stated versus derived importance of product and service benefits to identify crucial benefits that drive purchase behavior

Developed brand experience roadmap to identify key gaps in the current experience

Prioritized recommended experience improvement actions based on the value created and ease of implementation for Coloplast

