



BACKGROUND

IntraLase, an Irvine, CA based company designs, develops and manufactures ultra-fast femtosecond laser technology for use in ophthalmology

IntraLase FS laser technology created the first bladeless and most accurate mode for corneal flap creation

CHALLENGES

IntraLase wanted to know what motivates purchase of IntraLase technology among MD's and how the technology should be positioned

IntraLase was also interested in how to position their technology with MD's potential patients and needed to determine what motivated them to purchase Lasik surgery

Based on the potential positioning, IntraLase needed to determine what segment of MD's was in their sweet spot

APPROACH

Conducted primary research to determine stated and derived importance of benefits for MD's and patients

Analyzed research and created key themes to address targeted Acceptor and Rejector MD segments

Developed architecture and positioning to communicate key motivating messages that would produce preference for the IntraLase technology

Developed positioning and materials for MD use with patients to drive practice growth

RESULT

Created targeted positioning for MD's that communicated crucial benefits and developed a medical practice growth value proposition to drive purchase behavior

Developed positioning for use with patients to build preference for MD's with IntraLase technology

