

Need to improve the effectiveness and yield of your in-home testing products?



Modern Marketing Concepts partners with medical device companies to help increase the sales of their cardiology and anticoagulation in-home testing products.

We use a combination of sales data and analytics; multichannel next-action planning; and inside sales/clinical education services to deliver high-yielding inside sales programs to both professional and consumer segments of the rapidly growing home INR self-testing market.

MMC boosts revenue by:

- optimizing field sales efficiencies and accelerating territory growth
- providing sales support
- covering vacant territories
- and increasing share of voice in physician offices and healthcare institutions.

These efforts are fueled by a B2C e-commerce support program that provides a turn-key, pull-through stream of consumers who have demonstrated interest in remote INR (international normalized ratio) testing via a website and inbound phone contact. Our consumer efforts are two-pronged, and involve patient education and support, as well as outbound contact to the patients' physician office, where we alert the doctor's staff of the patient's interest of in-home INR testing.

During these contacts, we also review the benefits of testing INR levels from home, highlighting both clinical and patient lifestyle benefits. With this dual approach (aimed at both the physician office and the consumer/patient), MMC is able to drive prescriptions and first tests for our clients' remote testing services and devices.

How do we do this?

MMC works with each client to define the optimum process for their particular challenge. Among the tools we evaluate for usage are:

Consumer Lead Management – the combination of inbound and outbound phone contact, as well as email and direct mail, we work closely with each patient and his/her provider – starting before the enrollment process, and until a signed order is received for remote INR testing.

Field Support and Coverage Expansion – MMC partners with our clients' field sales force to help educate cardiology and primary care physician offices. And we coordinate leads for follow up, supporting our clients' relationships in their key accounts.

CASE STUDY

MMC delivered significant ROI to the manufacturer – estimated at 4:1.

Highly Trained Healthcare Sales Staff – We train all of our healthcare sales staff through MMC’s Healthcare University program. HU is a yearlong program that provides in-depth education about the healthcare industry. At the end of the program our reps take an exam that certifies them as Medical Sales Representatives. Additionally, our team uses a “total office call” approach, and is adept at speaking with all types of healthcare providers, allied health professions and administrative staff – both in offices and healthcare institutions.

Additionally, MMC staff is experienced in healthcare regulations that affect the sales and use of medical device products, including relevant CMS and FDA regulations for use, promotional guidelines and privacy.

Therapeutic Expertise – Our staff is thoroughly trained on:

- home monitoring equipment
- cardiology as a disease state
- and alternative therapies – their benefits and risks.

Physician Office Expertise – MMC works effectively with both cardiology and primary care offices. We deftly remind physician offices that home INR testing complements the care patients receive at their physicians’ offices.

Consumer Expertise – Our staff has been well-trained in how to speak with patients and caregivers in language that is most relevant to them. These professionals can clearly articulate the benefits on home INR testing. At the conclusion of a conversation, we follow up using direct mail and, where appropriate, e-mail and web microsite links to ensure patients have access to all the information needed to make an informed decision.

Data & Analytics Expertise – MMC’s data analytics team provides analysis of provider and consumer interaction data, and recommends follow up times and campaigns to help maximize sales in the shortest timeframe.

MMC Next Action Marketing Platform prioritizes activities into scheduled next action campaigns, and we track results to determine the most effective next actions.

Results

We partnered with one client over a five-year period;

We used the approved Medicare home testing rate;

We assumed a six-month service usage after prescription;

We assumed typical patient attrition and annual reimbursement reductions and delivered significant ROI – estimated at 4:1.



Want to turn your data into actionable next steps?
Take the **MMC Challenge**

*If you’re struggling to achieve the outcomes you know you need - give MMC a try. Take the **MMC Challenge**. It will give you insight into growing your business. That’s the MMC promise.*

Or if you wish, contact us directly.

Stephanie Andacht is ready to understand your needs and bring together MMC resources to generate solutions.

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