

## Integrated Multichannel, Multi-Touch Marketing Campaign to Reach Underutilized Accounts and Launch New Testing Platform



### Challenge

A \$113M manufacturer of single-use diagnostic and molecular testing kits at point-of-care (POC) medical facilities was ready to launch a new testing platform that would support multiple disease states, and provide clinicians with a definitive diagnosis within 15 minutes. This client was heavily dependent upon distribution for its products and, as a result, was seeing its legacy product market share erode due to conflicting distributor priorities. Additionally, the client's field team had large territories with multiple foci (acute, physician offices, independent laboratories) and could not effectively support all of the clinicians within their regions. As a result, 80% of distributors' revenues were coming from just 13% of the facilities.

This new testing platform was crucial to the client's success—it would allow the company to offer a diagnostic solution that could not be compared with generic distributor versions; and, it would cement its position as a leading provider of rapid diagnostic testing within medical facilities. However, it was also important to maintain market share for legacy products, as new assays were developed for the new platform.

### Solution

Modern Marketing Concepts, Inc. has a product to specifically address this selling situation: our 80/20 Program, which focuses on optimizing sales among a client's under-represented accounts, markets and/or products. To connect with the client's customers, the program featured an inside sales force and multi-channel tactics to cost-effectively generate sales of the new testing platform.

MMC also created and maintained two websites used to drive customer product awareness, and provide ongoing product support. In addition, MMC sales representatives provided customer after-sales support to ensure each had sufficient product knowledge and understanding of compliance standards.

### CASE STUDY

*This MMC medical manufacturer client needed to saturate the market with its new diagnostic innovation, while maintaining profitability with current products.*

## Process

In order to determine the optimum approach, MMC's analytics team reviewed three years of prior sales data on the current complementary products. From there, we customized a multichannel, multi-touch marketing initiative to effectively launch the new platform while maintaining share of the existing products. The analysis included a review of disease-state seasonality, with an emphasis on identifying which months drove purchases of which products, coupled with a review of physician specialty and product utilization.

From there, MMC identified products and the appropriate targets for an effective cross-sell campaign. Our proprietary Next Action Marketing Platform prioritizes activities into timed next action campaigns and tracks results to determine the most effective tool to drive results.

Our treatment plan included direct mail and email campaigns, inside sales, sample fulfillment and database management. We also provided virtual in-services using Skype Video Conference and other technologies to conduct real-time product training and support to clinical staff.

## Results

The program worked. MMC's team provided a dedicated sales team with the ability to focus on their client's products and customer education. And it optimized sales results. Year over year, growth was 147%, with more than an 11:1 return on investment.

*If you're struggling to achieve the outcomes you know you need – give MMC a try. Take the **MMC Challenge**. It's confidential. It's free. 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 connect MMC resources to generate the outcomes you're looking for.

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Call her: **800.345.4662**

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Want to profitably squeeze revenues out of accounts not being addressed today?

Take the **MMC Challenge**