



UNCOMPLICATING IVs

MAKING MEDICATION DELIVERY SAFER, EASIER, AND MORE ACCURATE

THE LAUNCH ADVISORY TEAM

BusinessCare for HealthCare™

SUMMARY & BENEFITS

- Market Research / Focus Groups
- Product Testing and Evaluation
- Clinician Training and Education
- Product Enhancements
- Communication Strategies
- Best Practices and QA

In their commitment to advancing patient medication safety, an international instrument and medical device manufacturer needed to create greater awareness and demand for its comprehensive IV medication delivery system. Designed by clinicians for clinicians, the system's features and functions provided exceptional safety benefits and advantages and yet the brand did not enjoy high levels of recognition, sales, and market share.

A member of the Launch Advisory Team was asked to evaluate the IV medication delivery market, research clinician needs and preferences, and determine any marketing or sales obstacles relative to their system. A review of clinical concerns and challenges revealed a high level of nursing interest for patient medication delivery safety assuring the right patient, the right medication, the right dose, the right time, the right delivery, and the right documentation. It also revealed clinician preference for easy, fast, and simple delivery systems that were intuitive, not complicated, with assurance for accuracy. What's more, the research also revealed a need for on-demand nursing support and quick-reference tools and tutorials.

In addition to recommendations for some minor technology and software updates to improve instrument programming, operations, and reporting functions, a comprehensive IV nursing promotion and education program was developed and implemented focusing on the "Right System" for quality clinical, safety, and economic outcomes. Included in the program, were the "right IV" simplified training materials, "right IV" hands-on workshops, continuing education credits, "right IV" quick-start product hang tags, "right IV" reference wall charts, "right IV" starter promotion kits, a component for patient selection, prep, and documentation, and other marketing promotions, clinician tools and reminders, and recommendations for improving performance and enhancing practices. As a result, clinician education and best practices were developed with an increase in brand awareness, interest, product evaluations and trials, and contracts.