



ADVANCING SURGICAL OUTCOMES

WITH COMPREHENSIVE EDUCATION, TRAINING, AND SUPPORT

THE LAUNCH ADVISORY TEAM

BusinessCare for HealthCare™

SUMMARY & BENEFITS

- In-Depth Market Analysis
- Uncovering Blind Spots
- Identifying Gaps
- Advancing Surgical Excellence
- Contributing to Best Practices
- KOLs and Advisory Boards

A leading medical-surgical device manufacturer was exceedingly concerned regarding some industry-wide reports of implant failures which not only included many of their competitors' products but also some of their own. These reports raised a very important question about the clinical safety and effectiveness of a class of products which, for more than 40 years, had a strong history of quality surgical, economical, and patient satisfaction outcomes thanks to innovative product designs, the use of proven materials, and the application of advanced manufacturing processes.

A lead consultant member of the Launch Advisory Team was called in to bring an outside perspective to the problem, evaluate the growing concern, identify gaps and blind spots, and determine business or marketing opportunities available to the manufacturer if any. Although implant failures can occur, from time to time, based on imperfect manufacturing processes, defective materials, and flawed designs, the implant, which largely contributes to quality clinical outcomes, is only one part of the surgical solution, as determined in the research, focus groups, and reviews, and that there are five other major contributors to achieving successful, long-term results. Accordingly, patient evaluation and selection, patient pre-operative and post-operative care, patient compliance and rehabilitation, best-practices and surgical procedures, and surgeon knowledge, experience, capability, and skill are factors contributing to outcomes.

A comprehensive program of surgeon and OR nurse training, hands-on workshops, seminars, surgical support and tools, and patient education was developed to advance skills and techniques and awareness and understanding for a more comprehensive approach to surgery, pre- and post-op patient care, and patient management. In addition, an advisory board of educators, surgeons, subject matter experts, and industry leaders was established to advance practices and address challenges. As a result the manufacturer enhanced product preference and market share securing the industry leadership position.