

Communicating value to healthcare customers in key markets: A global value story and US-market specific brochures

What our client needed

Our client was looking to communicate the value offered by their specialist Class I medical device to healthcare customers in key global markets. The client was seeking a partner to create a flexible resource that would provide their sales associates with the evidence base and value messaging to engage a predominantly clinical audience. The final value story needed to outline how their Class I medical device offered improved clinical outcomes, patient satisfaction, efficiency in hospital settings, and economic outcomes.

We were later asked to provide supporting brochures for US sales teams to use as educational and marketing pieces with clinicians.

How we supported them

Our Evidence Synthesis specialists began by reviewing the client's existing materials, before conducting a supplementary systematic literature review. The evidence was collated and used as the foundation for the final presentation. Our Value Communication experts then developed a value story that clearly demonstrated the outcomes and added value offered by the Class I medical device.

Drafts were developed in PowerPoint®, and reviewed by our internal project leads and Editorial Team. These were then presented to the client for their thoughts at key milestones. The final value story was built as an interactive PDF, which enabled the user to adapt their presentation of the evidence according to the clinical audience and delve deeper into the evidence base, as required, using pop-ups.

Following this, the client asked us to develop a series of brochures to succinctly present key information from the value story for the US market. We began by reviewing the previously collated evidence to ensure it was suitable for the specific nuances of the US region. Our Value Communication experts then drafted 2–3-page brochures, which communicated the key messages from the value story in a way that would resonate with US payers and clinicians.

The outcome

The value story identified and clearly communicated the benefits that the Class I medical device offered to patients and healthcare systems. We provided the client's affiliates with a selection of above-brand value statements to engage their healthcare customers. Each value statement was underpinned by published literature, providing sales teams with an effective sales aid.

How we added value

Whilst our team are deeply experienced in this area, our client had not previously taken an evidence-driven approach to above-brand messaging. We supported the client through each step of the process, sharing our experience of best practice, and advising where and how to effectively relate published evidence to their value statements. We also advised where and how adjustments needed to be made for different regions/markets. With the US affiliates looking for ways to take the value story into the field, we were able to quickly develop brochures that supported their payer communication strategy.