

Reference: Strategy & Commercialization

Market Access Europe

Consumer Oriented Healthcare Company



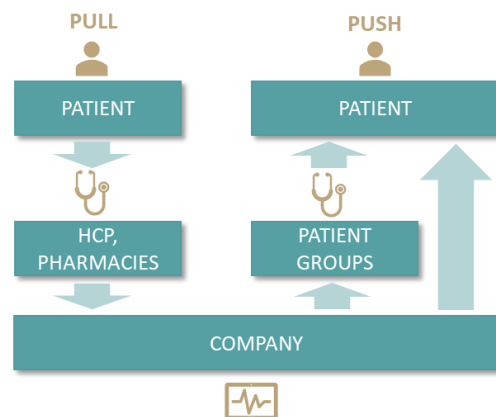
Customer

- American go-to-market approach was released in European key markets
- Sales performance after one year was lower than expected.
- Positioning and messaging needed adaptation to different stakeholders
- Adjustment of commercialization strategy



Project Scope

- Insight analysis and persona definition
- Identify customer journey and clinical proof points
- Creation of European Message House
- Identification and development of clinical and non-clinical advocates
- Development and roll-out multichannel communication concept
- Creation of sales training materials



Achievements

- Definition and **implementation of a re-defined go-to-market strategy**
- Broadening **the D-2-C to a B-2-B and B-2-C sales model**
- **Definition of different strategic and operative measures which consider the importance of HCP's and patient groups**
- Design and roll-out of European **produced training** for sales consultants

Do you want to know more or discuss your current ventures? Get in touch with our co-founders



We would be delighted to meet you for a virtual coffee. Just give us a call or send us an e-mail and let's have a conversation!

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