



Meet our client

This customer develops vascular products in the Southwest USA. Specifically, they manufacture implantable devices used by cardiac healthcare professionals with a mission to improve the lives of patients. The client is the original manufacturer and employs a direct sales force.

Project challenges

- 1 A competitor recently launched a new product as a direct threat to an established endoprosthesis our client marketed in an array of disease states and procedures
- 2 The competitor launch was a surprise and left our client immediately vulnerable
- 3 Many marketing teams included this product in their procedure bundles, and each team positioned the product differently, weakening its overall brand message
- 4 The product had a strong competitive threat for the first time, and a new value proposition/positioning was needed to defend product space



Our strategy

Knowing time was of the essence, MLC quickly:

- Reviewed and consolidated a wide range of clinical material and disjointed marketing messaging
- Created and tested new brand messaging
- Developed the content plan and web-based content supporting the new messaging
- Wove a clear and concise, data-driven narrative that physicians found compelling



Sweet success

We created content for four key product indications, including top-line takeaways, summary data tables, and physician testimonials, defending current business and growing share.

We remained on schedule and met all deadlines despite having to review sizable amounts of dense clinical data and synthesize multiple stakeholder demands in a short period of time.

According to the client, their website engagement metrics improved well beyond expectations.