

Project: Motherhood

A new product launch and ongoing project management. We offered investigative marketing, got answers to the difficult questions we asked in person and developed a business case to optimise the use of this specialist, life saving product in intensive care units nationally. We reviewed years of evidence and through continued research, education and communication, we transformed the management of this disease state. Hospitals save lives, money and effort. We successfully managed to extend the product life cycle and build strong relationships. The product has become a national and global market leader.

