

Project: Choice

The client launched a more sophisticated women's health test. Sales were dismal since local authorities did not want to fund the product. Globally the product was funded and the local subsidiary underperformed. Together, the client and us embarked on a push-pull strategy. We launched an awareness campaign to alert health care professionals whilst the client lobbied for funding. We solved the problem. Today women have a choice. The company's sales soared. Authorities do not pay any extra for patients to have access to the product.



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