

## HEALTHCARE CASE STUDY

# Reducing Costs And Increasing Sales Through Virtual In-Servicing



### AT A GLANCE

#### COMPANY TYPE

Medical Device, Advanced Wound Care

#### TARGET AUDIENCE

Hospitals, Skilled Nursing  
Facilities

#### AUDIENCE SIZE

6,000 Healthcare Professionals

#### TIMELINE

2 years

### RESULTS

# 63%

Increase in sales in first month  
vs. month prior

# 97%

Customer satisfaction rate

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**“I think that this type of training should be the norm not the exception. Our trainer was very knowledgeable and answered every question we had.”**

**“The instructor was very skilled and was able to make the experience easy to understand.”**

**“I liked the visualization of the demo and the enthusiasm of the instructor.”**

**– VOICE OF THE CUSTOMER**

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## Challenge

Our advanced wound care client needed to provide in-servicing to its customers, but deploying a clinical team for on-site training was not cost-effective. As is typical in the industry, our client's field sales team was responsible for both training and sales in their markets. The sales team struggled with achieving the reach and frequency to uncover and manage all the sales opportunities in their territories alone, outside of the need to build and perform training to enhance relationships and brand loyalty. Our client needed a solution that allowed them to maintain a high level of customer satisfaction, reach their customers when they were available, and help them reduce in-servicing costs.

## Solution

We used virtual, web-based in-services to reach the client's customers during first, second, and third shifts. Customers were able to schedule in-service sessions at any time, on demand. Because they were conducted virtually, our in-services had the flexibility to be projected to a large group or done one-on-one through a mobile device. Over a 2-year period, our team of trained product specialists conducted over 10,000 virtual in-services for 6,000 healthcare professionals at approximately 4,700 healthcare facilities. The average in-service length was 45 minutes.

## Results

Our client saw a 63% increase in sales the first month after the in-services vs. the month before. The virtual in-services have also received a 97% customer satisfaction rate. Customers appreciated having these meetings available on demand when they could fit them into their schedule, vs. when the sales rep could make an in-person visit. We also received thanks for meetings held in the evenings and during third shifts, which usually require longer lead time to schedule.

**Do you need to increase your reach in the medical device, diagnostics, or pharma markets to achieve greater sales?**

See what MMC can do for you by calling **Stephanie Andacht** at **800-345-4662** for a free consultation.