

CASE STUDY

BioLucent & MammoPad Breast Cushion

Business Challenge

BioLucent was formed in 2001 to manufacture and market the MammoPad breast cushion. BioLucent's CEO had previously used Dowling & Dennis for the notably successful launch of the Biopsy Mammotome Breast Biopsy System. Biopsy was sold to Johnson & Johnson in the mid 1990's for \$310 million.

BioLucent asked Dowling & Dennis to create marketing and PR programs beginning with the launch of MammoPad.

Among the challenges: Many clinicians and breast-health advocates did not accept that the problem MammoPad was designed to solve – discomfort and pain during mammography – was, in fact, a problem. There was no clinical evidence of MammoPad's efficacy. Additionally, the breast centers that were prospective customers for this non-reimbursable product faced financial losses. Even successful centers felt they were "too busy" to incorporate a new product.

Dowling & Dennis Strategy

- Work with radiologists and technologists to create scientific presentations.
- Emphasize mammography discomfort and "Softer Mammogram" branding with media. Highlight supporting science.
- Through a regional media program, provide first-to-market sales support and create competition in metro areas.
- Leverage participation in National Breast Cancer Awareness Month through the U.S. Office of Women's Health, breast cancer organizations and articles in women's magazines.

Results

- **Nearly 1,000 centers became Certified Softer Mammogram Providers.**
- **Consistent stream of conference posters focused on clinical and economic benefits of MammoPad, followed by talks and media coverage.**
- **Regional media program stimulated competition and led to significant annual sales increases for five consecutive years.**
- **Coverage in all key trade media, and more than 20 national publications.**
- **Company successfully sold to Hologic in October 2007.**