

CASE STUDY
BIOPATCH Protective Disc with CHG

Business Challenge

Provide first-ever public relations support for an older technology receiving new focus from Johnson & Johnson Wound Management. Communicate to nurses and MDs the rationale for using BIOPATCH as standard of care, despite added cost and time required. Defend against competitive threat from 3M.

Dowling & Dennis strategy

Align BIOPATCH with new CMS reimbursement ban on bloodstream infections.

Identify and capitalize upon growing emphasis on infection control, "getting to zero" bloodstream infections.

Gain product acceptance among professional organizations.

Identify and use respected clinicians to communicate the message.

Results

- Gained inclusion of BIOPATCH in major new infection control Compendium of Society for Healthcare Epidemiology of America (SHEA) and endorsed by Joint Commission, AHA, etc.
- Supported sales leading to first-ever, consecutive million-dollar sales months.
- Placed more than 15 product articles in six months.
- BIOPATCH featured by The Advisory Board in nationwide infection control program.
- Provided video, media coverage and other content for website.
- Highlighted BIOPATCH at key conferences for nurses, M.D's and healthcare executives.