

Case Study: Health Care



Promotional Management Group



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Driving The Brand Experience

Case Study

The Situation

An \$875-million medical equipment company has developed a robotic surgical system that is revolutionizing the industry. With the robotic system a surgeon can effectively operate from another location with extreme accuracy while retaining the “feel” of the instruments. Because this robotic system is far less invasive than traditional or laproscopic means, surgery performed with this method allows the patient far faster recovery time with less healing. Surgeons were interested, but traditional means of marketing did not get the product into the hands of these extremely time-challenged individuals—the very people who would use it. What was the most effective way to get this innovative product in front of busy surgeons in the field? After careful analysis, the company determined that a mobile tour was the most effective way to get directly to the buyers and key influencers.

The Solution

A trial tour showed that close rates for the surgical robot went from 19 percent to an astounding 84 percent when surgeons could try the robot first-hand. This kind of response was unheard of, but the benefits of the product were so compelling that when surgeons actually got to test drive the robots, they were ready to purchase. With this response in mind, Promotional Marketing Group designed a mobile tour with multiple mobile units that corresponded with each of the company’s sales regions, each manned with a dedicated driver and a robotic surgical unit. The mobile tours were designed to easily integrate into congested hospital parking areas and be ready to demo in under an hour. As each sales region was competing for greatest volume of sales, the use of the mobile tour was—and remains—very robust. The formula for success: Drive directly to hospitals, provide a personalized demo for very busy prospects, tear down, and quickly head for the next health care center.

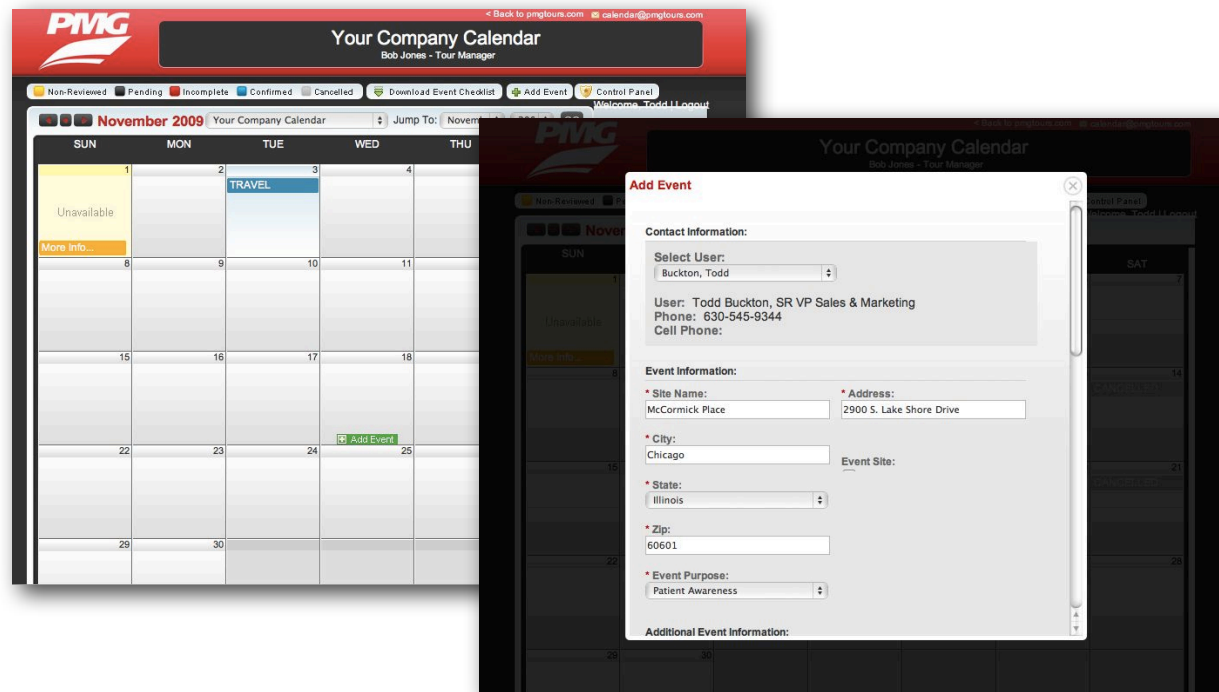
The Results

This medical equipment company was able to achieve positive ROI on the investment of the mobile units within 14 months of introduction to the marketplace. There was no quicker or more effective channel to get the surgical robots in front of the key buyers than mobile. But while the sales of the robots soared with this method, the intangible benefits were notable as well. With multiple mobile units on the road, a single unit could easily be used for public relations opportunities like consumer venues and trade shows. When an opportunity arose within a 48-hour period to have a robotic surgical unit appear on a national morning news show, a unit was quickly diverted from its scheduled stop, driven to the studio, and taken back to its original destination within six hours. This valued Promotional Management Group client has experienced the positive benefits of using mobile tours and without hesitation embraced their use.

Event Management System

One of the reasons that clients stay with Promotional Management Group long-term is that we give them the tools they need to keep apprised of tour status. The PMG Event Management System (EMS™) gives you complete control over the tour. From any web-enabled browser, approved users can see at a glance what is happening with their tour. Depending on the level of authority, users can add or delete events, verify the address of the venue, who the local contact is, what time the load-in is and when the show begins. We developed this proprietary application for our valued clients to make their lives easier, and give them peace of mind when juggling multiple events.

We think you'll find that the EMS™ is the perfect tool to keep you informed and in touch with your coworkers, your customers and your brand.



About Promotional Management Group

For over 10 years, Promotional Management Group has helped clients increase top line growth for their products and services through mobile tours. This experiential method of bringing prospects and customers face to face offers the potential for significantly higher close rates, enhanced brand awareness and faster ROI than through traditional media. With offices in Charlotte, NC and Chicago, IL, Promotional Management Group excels in designing, building, and running mobile tours for companies primarily in the healthcare, aviation, and motorsports industries.

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Free Consultation

Receive a free consultation to see how a Mobile Event Marketing solution can provide your brand with top line growth.

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