

Project Summary

Infectious Disease Diagnostics Marketing Plan

Infectious Disease healthcare diagnostics company, a wholly owned subsidiary of a multi-billion dollar medical diagnostics company

Client Problem

Recently acquired company needs marketing plan consistent with new parent company.

BVI Approach: Strategic Planning

- ▼ Collaborated with the client to develop an infectious disease diagnostics marketing plan aligned with the parent company's overall hospital marketing objectives
- ▼ Co-developed the overall market definition, market potential and competitive positioning
- ▼ Developed a planning structure and templates that were integrated into the parent company's marketing plan
- ▼ Developed methodology for defining and calculating the addressable market

Results

- ▼ Actionable and useful marketing plan developed
- ▼ New marketing strategy integrated with parent company initiatives
- ▼ Tactics necessary to achieve financial goals articulated

BVI designed a practical planning structure and very good working templates for the team to use to develop effective marketing plans. BVI's excellent facilitation throughout the planning process enabled the team to work efficiently across multiple entities and locations while being sensitive to meet the prescribed timelines.

- Director of Marketing for a wholly owned subsidiary of a \$7.2B medical diagnostics company