

Project Summary

Medical Diagnostics Marketing Plan

Hospital Business Division of a multi-billion dollar medical diagnostics testing, information and services company

Client Problem

Executive director needs to grow revenue by expanding into new markets while maintaining current customers.

BVI Approach: Strategic Planning

Collaborated with the hospital marketing team to develop a comprehensive multi-year hospital marketing plan:

- ▼ Facilitated all work sessions, enabling team members to coalesce and connect all sections of the plan
- ▼ Developed a workable planning roadmap and market sizing methodology
- ▼ Conducted comprehensive competitive environment analysis with an independent view

Results

- ▼ Cohesive, actionable and measurable marketing plan developed
- ▼ Strategy, goals and supporting marketing activities established
- ▼ Realistic and achievable revenue goals set

BVI brings focus, discipline, and accountability to the planning exercise. BVI also brings objective insights, independent analysis and the structure necessary for completing realistic marketing plans.

- Executive Director, Hospital Marketing