

Case Studies

Growing Company required support in launching an innovative new product in the GCC by facilitating a new paradigm shift in surgical practices.

Client: US based Company

Project Background:

- The company required international Audit and development and decided to penetrate the GCC market for a new concept in the treatment of abdominal hernia, breast cancer and wound care.

Critical Challenge:

- To evaluate existing partners in the region
- To identify KOL's in Breast reconstruction, hernia and wound repair.
- To introduce the concept and the product into the public sector
- To assist in sale and marketing operations in both public and private in the region

Why TBMedex:

- TBMedex has proven expertise in new medical product/market evaluation
- TBMedex has extensive experience in screening existing distributors and identifying new ones.
- TBMedex has a strong knowledge of the local public sector procedures for medical products.
- TBMedex has proven expertise in customizing and implementing sales and marketing strategies.

Solution:

- conducted product/market evaluation
- Coordinated activities aimed at changing surgical practices of local Surgeons
- Assisted Client in appointing and coaching regional sales manager for the region to lead sales in the public and private sectors

The Outcome:

- Successfully introduced the product concept to be recognized as a reference in surgical procedures - - initially in Breast Reconstruction and Challenging Hernia Repair.
- Won public tenders of \$1MM total for the GCC region after 12 months.