



MEDICAL DEVICES CASE STUDY

Driving Growth Through Education: A European Wound Care Company's Success in India



Abstract

DOCNDOC partnered with a European wound care company to address stagnant growth in India. A targeted wound care training program engaged 1,950 healthcare professionals, resulting in 34% YoY revenue growth and laying the foundation for future market expansion.



Challenges

The company faced low awareness among physicians, fragmented healthcare networks, and stagnant revenue growth. Reaching and educating a broad audience of healthcare professionals in India was challenging, requiring specialized content to effectively communicate the benefits.



Solutions

DOCNDOC collaborated with a leading hospital network to launch a training program for wound care. High-quality educational materials were developed, and a targeted promotional campaign maximized outreach. DOCNDOC provided continuous support to ensure the program's success, driving awareness and market expansion.

RESULTS

Increased Engagement

Engaged 1,950 healthcare professionals through an interactive training program.

Revenue Growth

Achieved 34% YoY revenue growth, laying the foundation for sustained expansion.

Measurable Results

Developed a scalable educational approach for long-term market penetration.



"DOCNDOC's tailored training program transformed our approach in India. We now have a proven model for expanding our footprint in the Indian market."

Abstract

DOCNDOC partnered with a European wound care company to revitalize stagnant growth in India by creating an advanced wound care training program. With 1,950 participants in its first edition and 34% YoY revenue growth, the initiative established a solid foundation for future market expansion.

Introduction

A European company specializing in anti-bed sore products faced stagnant growth in India. Despite their innovative technology to prevent bed sores by reducing skin shear forces, they struggled to gain traction in the Indian market. To address this, the company partnered with DOCNDOC to develop a strategic model for educating physicians, surgeons, and nurses about their technology's clinical benefits and applications.

The Challenge: Limited Awareness and Market Penetration

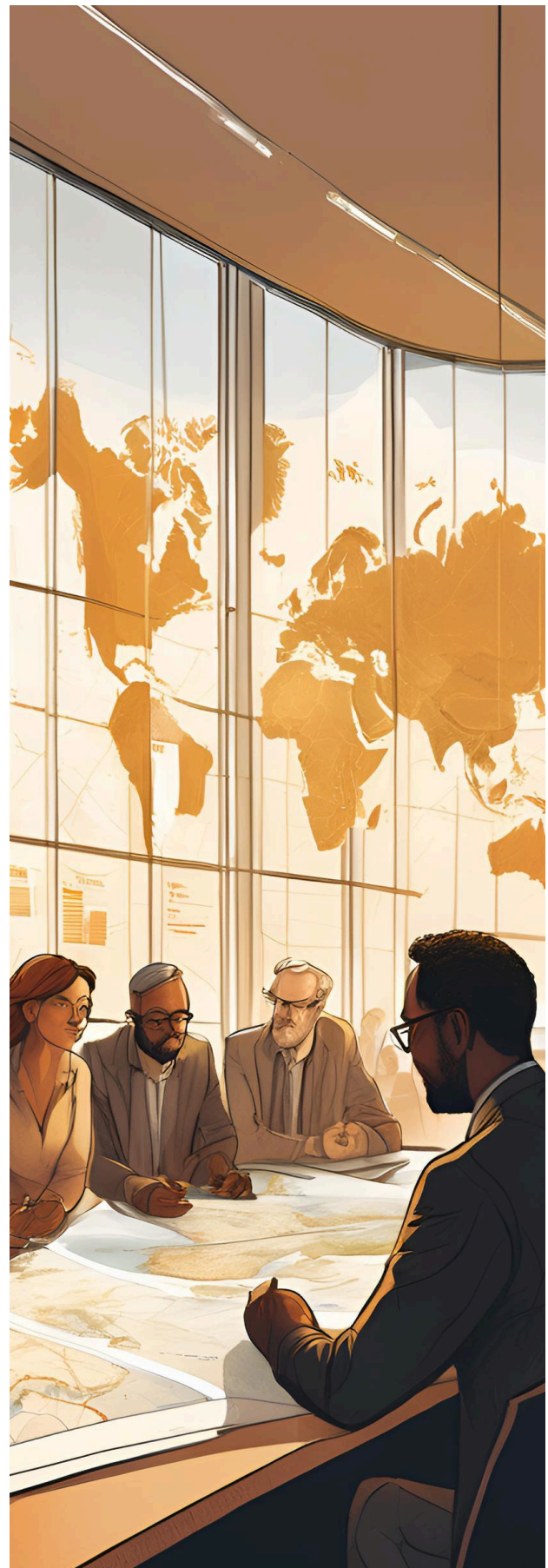
The company encountered several obstacles:

- 1. Low Awareness:** Physicians and surgeons were unfamiliar with the product's benefits and use cases.
- 2. Fragmented Networks:** Reaching a broad audience of healthcare professionals in India proved challenging.
- 3. Stalled Revenue Growth:** Without education and adoption, the company saw stagnant sales and limited expansion potential.
- 4. Need for Expertise:** The company required specialized content, communication strategies, and local market insights to educate healthcare professionals effectively.

The Solution

DOCNDOC designed and executed a comprehensive solution tailored to the company's needs:

- **Collaboration with a Leading Hospital Organization:** DOCNDOC coordinated with a prominent hospital network in India to launch a training program on advanced wound care for physicians and nurses.
- **Content Development:** DOCNDOC created high-quality, scientifically accurate educational materials, including:
 - **Training Modules:** Focused on wound care best practices and the benefits of reducing skin shear forces.
 - **Campaign Emails & Brochures:** Designed to inform and engage participants, driving awareness and attendance.



- **Promotion & Strategy:** Leveraging the hospital organization's vast network, DOCNDOC crafted a targeted campaign to maximize outreach and participation.
- **Program Execution & Support:** DOCNDOC provided ongoing content and logistical support to ensure the program's success.

The Impact

The initiative delivered remarkable outcomes, driving both educational impact and business growth:

- **Massive Engagement:** The first edition of the training program attracted 1,950 participants, including physicians and nurses from across India.
- **Established Leadership in Wound Care:** The program became the go-to resource for advanced wound care, with subsequent editions gaining even more traction.
- **Revenue Growth:** The company's year-over-year revenues increased by 34%, laying a strong foundation for further expansion.
- **Sustained Market Momentum:** With a proven pilot model, the company capitalized on its success, expanding its footprint in India's healthcare market.

Conclusion

By collaborating with DOCNDOC, the European wound care company successfully addressed its market challenges and transformed its trajectory in India. The tailored training program not only educated healthcare professionals but also created a scalable model for sustained growth.

This case highlights the power of combining innovative healthcare solutions with strategic education and outreach, underscoring DOCNDOC's ability to drive meaningful results in global markets.

