

# MEDICAL GLOVES GET A HEALTHY PUSH FROM THE SIMONS GROUP



## case study ▶

**client:** Technical marketing group

### THE CHALLENGE

The technical marketing group of a major medical products manufacturer wanted to add depth to the publicity surrounding its new line of medical gloves. The goal was not only to boost sales but also to continue rebuilding brand recognition.

### THE APPROACH

The Simons Group had a reputation for providing excellent materials with a short turnaround for other segments of the company, so the marketing staff felt confident in relying on our professional writers for their materials.

### THE RESULT

The Chicago-based manufacturer had high expectations when it launched its proprietary line of medical exam and surgical gloves. The company knew the gloves were superior, and the line filled a niche in its overall product offerings. The sales staff was ready to sell, but they needed some support.

The technical product management wanted to have something more than just salespeople saying the gloves were great. And they also felt they needed more journal articles to generate exposure and increase brand recognition.

The strategy was to produce reader-friendly case studies to add weight to the sales staff's presentations, as well as more technical clinical articles for medical journals to increase brand awareness throughout the industry. Two ▶



very different types of writing would be required, and interviewing skills would be essential because the physicians and nurses who provided testimonials had no time for prolonged questioning.

The Simons Group's corporate journalism was the ideal solution. Writers at The Simons Group are skilled interviewers as well as talented writers and resourceful researchers. And because they are also experienced marketing professionals, they are adept at writing for widely divergent audiences. Using shifts in emphasis and tone, The Simons Group writers position every piece for maximum effect.

According to the medical equipment manufacturer's marketing staff, working with The Simons Group has been painless. They note that The Simons Group requires little guidance in managing the process from setting up interviews to gathering final approvals. And, they add, The Simons Group works quickly. Most recently, it took only a month from start to finish to complete a case study — and the doctor approved it with just one minor change.

Additionally, The Simons Group staff is easy to work with, they say, adding that the writer is technically capable and personable, with a personality that meshes with their corporate culture to create a smooth working relationship. As with any marketing campaign, however, success is measured in sales. The company says the materials have passed that test.

The case studies helped solidify sales presentations and gave prospects some contact names. The gloves command a premium, and the studies helped substantiate the value of that premium. Several hospitals and groups have told the company they were impressed with the testimonials.

The bottom line? The materials have proved their value — and so has The Simons Group. ■

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Simons  
Group  
Communications that hit the mark.