

CONTENT STRATEGY: BEYOND THE WEB

The Background

A large, multinational healthcare company had grown rapidly through acquisitions. While the acquired brands were well known to their customers, the parent company name was not.

The Challenge

The company needed to showcase the breadth of its product offering. It was also important to demonstrate its lengthy history – predating the invention of the telegraph – proving to customers that they weren't a fly-by-night organization.

The Request

"We want to create a solid, glossy book that showcases our products and our history. Everything about this book should reflect our commitment to quality." The book would convey a comprehensive understanding of hospitals' needs, and showcase the company's solutions to real-world clinical challenges.



The First Step

I'd been working with a U.S.-based division of the company for a few years when the request came from corporate headquarters in Europe. They were already set on the idea of a book: something solid, high quality and tangible. It was intended for a multinational audience, but was to be written in clean, concise and easily understandable English.

The company offered a variety of products: implantable medical devices; surgical tools; capital equipment; life support equipment for patient transport; and even IT workflow solutions for within the hospital.

I developed a strategy and structure that would best reflect the way clinicians, purchasing agents and executives would think about the hospital: not as isolated products, but within the greater context of each department's needs.



What Changed?

- It approached the sale from the perspective of departmental challenges and workflow.
- The conversation moved from the individual product features to overall clinical and economic benefits.
- Used as conversational tool and leave-behind for high value sales targets, the quality of the book subtly reinforced the company's reputation for quality and substance.
- The integrated departmental story was more effective than a collection of standalone brochures created by different departments.

The Company

Revenue: \$1.75 billion

Employees: 7,000

Industry: Healthcare

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The Structure

After establishing a department-based outline to form the chapters of the book, I then conducted research to understand how the different product categories worked together within each hospital department.

Using the surgical suite as an example, I looked at how to highlight ways that OR staff could increase efficiency – and of course, reduce costs – by creating a more streamlined and ergonomically favorable working environment.

By looking at each department as a whole, it was easy to see how products worked together, and how features in one product led to benefits in the overall clinical experience.

The book structure allowed the company to move away from feature-based selling. It was the first step toward a more important holistic story of clinical and economic benefits.

The Result

The original book, developed in 2010, provided the foundation for new editions that were updated and reissued in 2013 and 2015 to include new product lines. The basic structure remained very effective, and remained the same for each edition.

Using the book as a guide, the company gradually updated all of its marketing collateral to reflect the “big picture” structure of clinical and economic benefits within each hospital department.