

Data-Driven Targeting for Enhanced Efficiency in the Wound Care Industry



The data insights provided by PointClickCare Life Sciences have been a game-changer for our organization. It has revolutionized our approach to understanding our customer base and delivering the right message to the right places.

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ADVANCED WOUND BIOLOGICS
SMITH+NEPHEW

Introduction

The advanced wound biologics business of Smith+Nephew, a leading medical technology company, faced challenges in understanding the opportunity in the long-term care sector in the U.S. and how to effectively target their marketing efforts.

Recognizing the importance of data-driven insights, they partnered with PointClickCare Life Sciences and leveraged our data product offering to revolutionize their approach.

Client Overview

The Smith+Nephew wound care business offers products across acute hospitals, long-term care homes, and retail pharmacies. With a focus on delivering quality wound care solutions, they sought to optimize their targeting strategies and improve overall efficiency.

Challenges

Before partnering with PointClickCare Life Sciences, Smith+Nephew needed to better understand their total addressable market in the long-term care sector. However, insufficient comprehensive data affected their ability to identify potential opportunities and make informed decisions.

Solution

PointClickCare Life Sciences offered Smith+Nephew a data product solution which proved to be a game-changer. The data insights provided by our platform enabled Smith+Nephew to refine their targeting strategies and deliver the right message to the right places, resulting in improved efficiency and better outcomes.

Data-Driven Targeting

By utilizing PointClickCare Life Sciences' data product, Smith+Nephew gained valuable insights into their customer base and market dynamics.

The therapy mapping feature in our dashboard played a crucial role in visualizing data and identifying areas with high competition and potential opportunities. This allowed Smith+Nephew to focus their marketing efforts on specific geographic areas, ensuring a more targeted and effective approach.

Impact and Results

The impact of data-driven targeting was significant for Smith+Nephew. By leveraging our data insights, they were able to refine their strategy and redirect their efforts to new locations, leading to better results and a more efficient use of resources.

Additionally, our data product offering built confidence among their representatives, providing reliable data to support their targeting decisions.

"Utilizing PointClickCare Life Sciences' dashboard, we have been able to refine our strategy, redirect our efforts, and achieve better results. The confidence it has built among our representatives is invaluable."

- Brian Menendez, National Sales Director - Extended Care, Smith+Nephew

Unexpected Benefits

Utilizing PointClickCare Life Sciences's data transformed Smith+Nephew's preconceived notions about "important pharmacies". Our data revealed previously unknown opportunities, enabling them to refine their strategy and focus their efforts for maximum impact.

Comparison to Other Data Sources

When comparing PointClickCare Life Sciences' dashboard to other data sources, Smith+Nephew highlighted its ease of use, user-friendliness, and the timeliness of the data. The intuitive nature of our dashboard, with clear definitions for all data points, simplified the navigation process and facilitated access to valuable insights. Furthermore, the timeliness of the data provided a competitive advantage, allowing for informed real-time decision-making.

Conclusion

Through their partnership with PointClickCare Life Sciences, Smith+Nephew achieved significant improvements in their targeting strategies and overall efficiency. By leveraging data-driven insights, they overcame challenges in understanding their total addressable market and gained a competitive edge in the wound care industry.

PointClickCare Life Sciences' data product offering empowered Smith+Nephew to make more informed decisions, refine their approach, and drive better outcomes.

About PointClickCare Life Sciences

With enough data where projections aren't needed, PointClickCare Life Sciences repository of long-term care and post-acute care data allows you to gain near real time insights with access to higher diagnoses counts, receive continuously updated data, and mine unmatched data sets for the aging and vulnerable populations.