

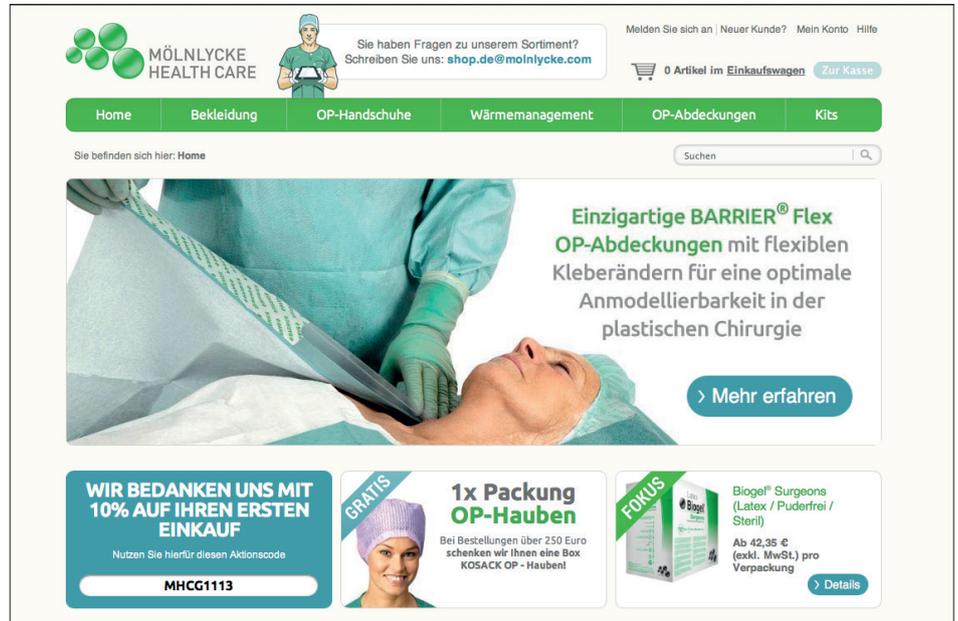
Case Study

Mölnlycke Health Care

A roadmap from decision to launch and beyond, for Mölnlycke Health Care's day surgery web shop

Living Stone's contribution

- Web shop concept
- Design mock-ups
- Illustration
- Marketing plan
- Promo campaigns



To explore the potential of an online sales channel for its healthcare surgical products, Mölnlycke Health Care launched a web shop for the German day surgery (outside acute care) market. Living Stone helped setting the scene for the surgical web shop.

The project that took Mölnlycke Health Care into the realm of online sales was called MIDAS. As the name suggests, the company had high expectations for the online sales approach, said Anne Dierickx, former Global Marketing Manager New Products & Alternative Channels at Mölnlycke Health Care. "We wanted to investigate how to best approach the day surgery market, without a direct sales force in place."

"After studying the market attitude towards web shop sales, we decided to try out the German market for all surgical products relevant to the day surgery market outside acute care for a year, and use Amazon's e-commerce platform with online payment. Orders were shipped from Mölnlycke Health Care's warehouse in Wareme (Belgium)," she continued.

"Once the decision to launch a web shop was taken, we needed to find the right partner that would guide us through this new terrain." The roadmap from decision to launch was written by Living Stone.

"We have a long-standing working relationship with Living Stone," said Anne Dierickx. "They know our business well and we know them to be reliable, to-the-point and proactive. They're just what we needed in this unknown field of activity."

"Because this was a marketing-driven project, we required a partner with experience and a good understanding of the project's IT dimension, who could assist us in our concept and positioning and in the discussions with the experts from Amazon's transactional platform that we built our web shop on.

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Oudenweg 42
B-9630 Beerlegem
Tel: +32 (0)55 59 10 01
Contact:
anne-mie.vansteelant@livingstone.eu
www.livingstone.eu

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The web shop was extended with an educational section, which provided audiovisual information on the use of the products ordered. This way, even very busy operating theater staff could quickly understand the right way to handle the products they ordered."

Living Stone's scenario also included the next steps: promo campaigns conceived by Living Stone, supported by a telemarketing action, for which Living Stone did the scripting. "Together, we gave everything we got to make this trial succeed!"



"We have a long-standing working relationship with Living Stone. They know our business well and we know them to be reliable."

Anne Dierickx, former Global Marketing Manager New Products & Alternative Channels at Mölnlycke Health Care

About Living Stone...

Living Stone supports professionals committed to improving the performance of their organizations with stakeholder solutions and strategies that build winning reputations. We are specialists in the fields of healthcare and technology, and we have more than 20 years' experience in the areas of customer reference marketing, inbound and content marketing, perception management and visual identity.

For information, visit www.livingstone.eu