

BACKGROUND

Precision Dynamics Corp (PDC) is a leading manufacturer of patient identification wristband and labeling products used in hospitals and clinical settings across the US and in Europe. With new ownership by a private equity firm, and a recent acquisition of a large labeling manufacturer (TimeMed), PDC was in need of a new brand strategy to support the projected growth of the business and its aggressive plans for changing its business model. While it also sells wristband products to other industries (e.g. entertainment, law enforcement), healthcare is its primary focus and target for growth.

OBJECTIVE

HBG Health's engagement with PDC/TimeMed began in the spring of 2009. The primary objective of our work was to elevate the organization in the minds of customers, moving it from a commodity purchase to a strategic purchase that has direct impact on patient care and clinical outcomes. The organization had also recently established a campaign around patient safety, which it wanted to validate with customer feedback.

Finally, we needed to understand the culture and operations of the organization so that we could provide recommendations for how to not only evolve its brand, but ensure that the entire organization was aligned with its vision.

HIGHLIGHTS

Conducted qualitative research with purchasing, nursing, admissions, pharmacy, GPOs and distributors.

Completed a thorough internal review of the operations, including sales ride-alongs, strategy sessions with leadership, and one-on-one interviews with all functional areas.

Validated the organization's role in patient safety, while also determining a new positioning that would enhance this role.

Developed a new brand strategy to reposition the organization.

Recommended significant changes to its sales and marketing efforts, helping to professionalize both functions.

Evolved its marketing messaging from a product-centric focus to solutions focused on outcomes.

Developed an entirely new look and feel for the organization — including a full identity system — and developed comprehensive brand standards.

Designed core tools to launch the new positioning, including a capabilities brochure, customer newsletter and product brochures.



