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Defining the Next Growth Platform for LMA...

Situation

Concerned about impending patent expiration for some of its products and increasing competition in the marketplace, LMA approached Rosetta to help optimize its Sales & Marketing efforts across the entire portfolio.

Solution

Using its patented Personality-based approach, Rosetta developed a segmentation framework that accurately linked the beliefs of anesthesiologists and Certified Registered Nurse Anesthetists (CRNA) around the use of laryngeal mask airway products with their actual usage of various devices. Rosetta worked with LMA to leverage these insights across the execution of sales, marketing and educational programs for the brand including the design of a sales pilot, sales force training, segment-tailored collateral materials and direct mail pieces.

Results

- Due to increased volume of sales and quick adoption by the pilot sales force, the pilot was so successful that the timeline was shortened and a national rollout accelerated using pilot representatives as evangelists for the products.
- In the national rollout, sales management identified that the representatives and territories who embraced the new segmentation framework enhanced sales by 15% sales compared to a 0% sales increase versus control in others. This led to new company-wide redesign of sales training and additional sales leadership intervention.
- Additionally, for one of the portfolio products, LMA ProSeal®, a segment-tailored direct mail initiative was conducted leading to 30% and 20% increased sales in the months after the mailing as compared to the previous two months within the same territories. These results were achieved despite the pulling of sales support for a new launch.