



Backing a medical product by using scientific research, academic practice and media coverage.

Background:

A global leader in medical and sanitary disposables was severely criticized by the rest of market competitors due to their approach to in-the-eye refractive correction surgery. They needed to prove that their approach was the most reliable and solid by medical and market standards.

Assignment:

Aftermath was assigned the task of measuring the goodness of our client approach vis à vis their peer group's methodology and to communicate the results to the media and medical fora in the most convincing way.

Strategy:

Aftermath did not have any background on biomedicine yet. By elevating the query to our scientific board at two top medical and statistical schools we decided to run experimental testing on the fitness and reliability of our client's method versus the two alternative approaches. More specifically we:

- Built a comparative data base from medical records and assessed its comparability and reliability*
- Constructed a theory based statistical test to gauge a benchmark for comparisons*
- Run Montecarlo simulations*
- Developed a full clinic record of our results and*
- Elaborated an academic paper that was accepted in a top ranked medical magazine under the name of one of our affiliate professors*
- Discussed the results with academics and peer competitors*
- Implemented an aggressive media and commercial strategy based on our results*

Result:

The alternative refractive surgery approaches are no longer in use and our clients approach is now the only one found in the market. Competitors had to follow but our methodology enjoys exclusivity.