

Case Study:

Diagnostic Company

Expected Outcomes:

Introduce and take share from incumbent in space. Our goals were to expand the share of market in the infectious disease space using the company's strength in other rapid tests.

The Problem:

Financially, the company was growing but not accelerating growth in areas beyond their traditional products lines.

Client Validations:

We conducted intensive discussions with all end users (physicians, hospital labs, emergency room staff, pediatricians and parents) and heard distinct reasons for their adoption of an influenza test. We were able to use the prior influenza season to research and understand the market and create strong messaging.

Key Results:

1. First 4 years - went from no share to **over 50% share of market**
2. Improvements in the test were developed and introduced to continue to build share
3. Reimbursement successes were gained to increase adoption in the physician office market



BACKGROUND

Publicly held company who was expanding portfolio in two ways: new tests in infectious disease - influenza; new segment - hospital.

CHALLENGE

Our challenge was having accounts switch brands and use a rapid vs. laboratory-based instrument test.



Debbie Feinberg

dfeinberg@jumpstartsandiego.com

+1 858-518-2539

[linkedin.com/in/debbiefeynberg](https://www.linkedin.com/in/debbiefeynberg)

www.jumpstartsandiego.com