

DEVELOPING ADVOCATES TO CHAMPION INFECTION CONTROL

Establishing a Network of Advocates and Advisors for a Medical Device Company

HIGHLIGHTS Advisory Board

ADVISOR SELECTION

The meeting featured a number of experts in the hospital sector ranging from Environmental Services to the "C" suite.

USE OF TECHNOLOGY

One of the advisors was unable to attend the meeting in person. The solution: LIVE Skype feed.

ONE MOUTH, TWO EARS

The old saying about having one mouth but two ears is correct: ISC encouraged all members of the Xenex staff to spend their time listening to the advisors.

TAKE AWAY POINTS

- Entering new markets presents new challenges
- Understanding the local market is essential
- Local knowledge can save time, money & energy
- Open & frequent communication with



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Xenex Disinfection Systems holds a unique position within the Ultra Violet (UV) disinfection segment. Their system, or robot, uses a unique type of UV light (Pulsed Xenon). This separates them from nearly a dozen competitors who use either Mercury UV or variations on bleach treatments. The dilemma facing Xenex was that as their business grew only a limited time had been spent developing advocates and advisors. ISC was engaged to assist Xenex in addressing this important gap and to help them play a bit of catch-up.

Contextual Significance: The Association for Professionals in Infection Control and Epidemiology (APIC) is considered to be THE event for those responsible for infection control in a wide range of healthcare facilities. As a result, it is a logical location to organize an advisory board if one plans ahead of time and understands the rules in place regarding non-official activities.

ISC's Solution: Xenex was scheduled to have an extensive presence at the APIC Annual Meeting in Nashville, Tennessee. Based on this point, ISC suggested that Xenex might wish to also include a targeted advisory board.

ISC went to work putting together the listing of those to invite to the event as well as all supporting logistical, editorial and social arrangements. The resulting group provided Xenex with a broad yet focused assemblage of straight-talking advisors who could potentially become advocates.

ISC established the timing for the meeting and secured a private location intended to keep potential competing interests away from the advisors and allow the meeting to run in an organized and relaxed fashion.

Long-Term Results: The results of the meeting were a genuine bonus for Xenex. The advisors were able to clarify a number of key points related to accessing different market segments and provided detailed suggestions with regard to the type and nature of clinical

studies required to achieve a positive influence on a variety of decision makers.

With ISC staff moderating, the program remained on schedule and achieved all stated goals.

Key Opinion Leaders exist based upon their stature within their industry. Advocates must be developed. Let ISC help your company develop, maintain and expand your network of advisors and advocates.

Advocacy DEVELOPMENT