

CASE STUDY HEALTHCARE: OPERATING ROOM EQUIPMENT



PROFILE "OR Solutions"

- Founded in 1997
- HQ in Vancouver, WA
- Innovative solutions for operating rooms
- Industry: OR equipment
- Leading provider of orthopedic instrument tables

INTRODUCTION

The importance of testing new target markets and staying flexible before taking long-term decisions is well understood by EuroDev. Therefore, we offer introduction programs which enable North American companies to familiarize themselves with the European markets in a cost-effective and reliable way. Below, the collaboration with a US manufacturer of orthopaedic instrument tables and operating room equipment is outlined through the different expansion phases.

EUROPEAN SALES EXPANSION

The main reason to expand to Europe was the unsuccessful launch of a new product. Due to a lack of market knowledge, the product launch did not convert well in Europe. Another reason to outsource the sales was that for the US team, the commercial focus was mainly on the States, and they did not have the same network in Europe as they had built up over 20 years in the USA.

GETTING STARTED WITH EURODEV

Once the partnership with EuroDev began in Spring 2017, an outsourced multilingual sales team and office in Netherlands were set up. The team received in-depth product training from the VP of Sales and Marketing in Europe to ensure all team members had the appropriate knowledge and understanding of the products, processes and corporate identity of "OR Solutions". As a first step, the team engaged in a market research focused on market attractiveness, the competitive landscape and identifying possible distribution partners. To further narrow down the focus of the sales program, several high priority countries were defined, as well as secondary target countries.

GAME PLAN

- ✓ Primary focus on Germany, France and UK
- ✓ Create marketing material in local languages
- ✓ Introduce a more efficient and smoother work procedure for complicated operations
- ✓ Select distributors that have experience with and contacts in the OR
- ✓ Daily multilingual backoffice support
- ✓ Bottom up approach: participate in specialized trade shows for OR nurses. Use social media channels to increase product awareness among nurses.



RESULTS

A year and a half into the program, the EU team have appointed specialized distributors in Ireland, France, Belgium and the UK. The team have also found a German distributor who is willing to invest in a long-term partnership for sales as well as warehousing of the "OR Solutions" products.

Two German hospitals engaged in trials organized by the European team, to get a more in-depth understanding of the products and its use in the operating rooms. The distributors are supported through joint hospital visits and hospital training are organized to create more product awareness.

MEET THE BUSINESS DEVELOPMENT SPECIALIST

- Petra Badrah Kreitz
- Working with EuroDev since 2010
- Specialisms: (Electro-)Medical Devices | Orthopedics
- Languages: French, German, English and Italian



CHALLENGES & NEXT STEPS

One of the challenges the team has encountered is the conservative mindset of European hospitals. In general, such hospitals are hesitant to use new equipment in the Operating Rooms. Another limiting factor is that the standard size of the "OR Solutions" product is larger than some of the smaller operating rooms in European hospitals. Hence, the team is searching for an alternative solution to be offered.

Next steps include arranging hospital demos and researching local manufacturing opportunities to reduce costs. In the upcoming months, focus will lie on the secondary target countries as identified in the first steps of the process. The team will continue to use social media to create more awareness among the target audience.

WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized American companies expand their business in Europe. We have developed a proven, successful development model and since our founding, we have partnered with over 250 North American companies to help them define and meet their European business goals.



SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



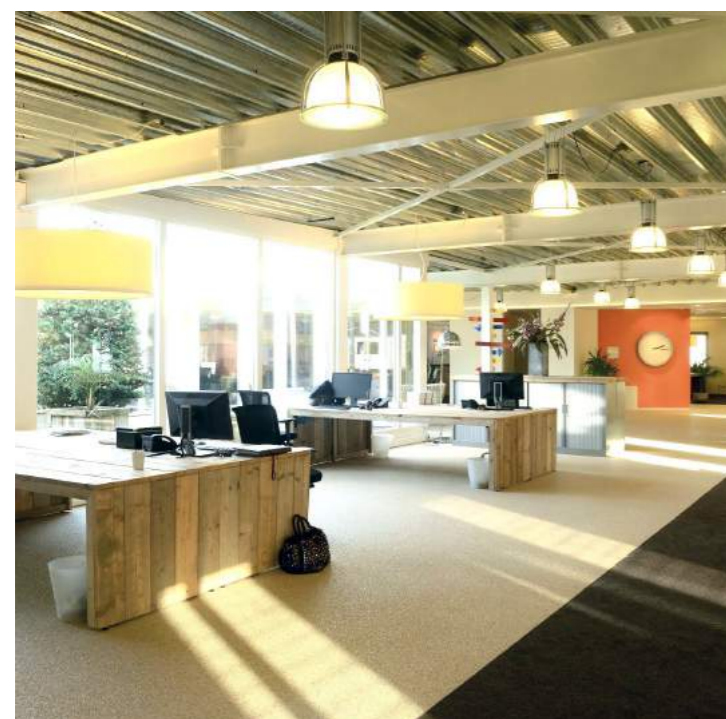
HR OUTSOURCING

Professional employer organization services, HR management and recruiting solutions across the EU



M&A CONSULTING

Comprehensive buy-side services: research to deal-closing; for companies interested in European acquisitions

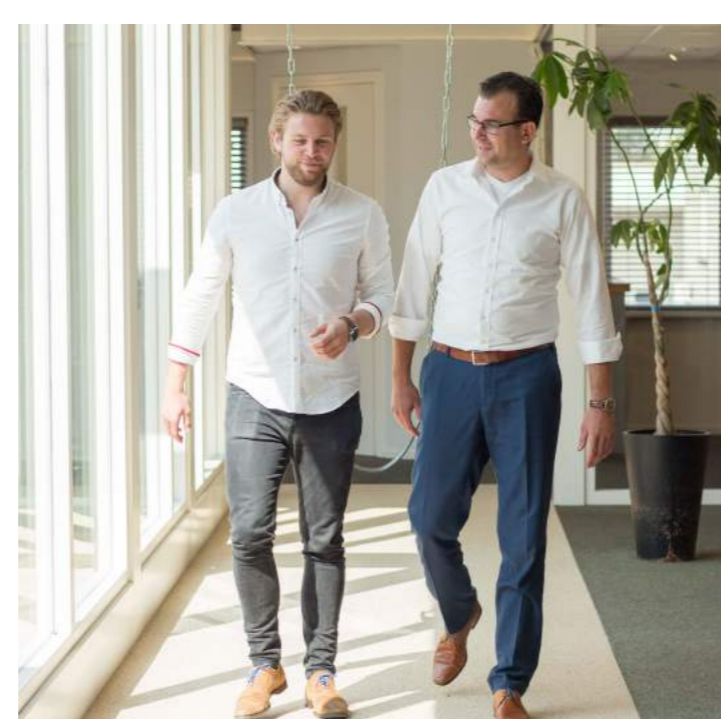


Welcome
Visit our offices in the Netherlands or France



Address
Windmolen 22
7609 NN Almelo
The Netherlands

Contact us
www.eurodev.com
+31 546 66 00 00



VP Healthcare
Emre Aykac
e.aykac@eurodev.com

