

CASE STUDY

FROM CRADLE TO IDN ... THE PERFECT DISTRIBUTION SOLUTION

OVERVIEW

In response to physician challenges with infant lumbar punctures [typically 23-41% failure rate], a small startup based in the Northeast designed and manufactured a disruptive, cradle-like device that properly and safely positions and immobilizes an infant for the delicate spinal tap procedure.

Similar in design to a mini-massage chair, the infant faces forward in a classic fetal position in which the back is curved and head bowed, creating appropriate access to the spine. Adjustable straps stabilize the infant and ease the challenge of achieving a successful stick to draw spinal fluid free of blood. The infant's face peers through an opening where a sugar-dipped pacifier can be offered as well as the calming presence of a nurse during a procedure that can be highly stressful for infants and their families.

CHALLENGE

Once a product prototype had been finalized and approved, the company attempted to build a sales/distribution/training network by engaging 13 different Regional Specialty Distributors [RSD], each with small, multi-state territories. When the device was presented to the nation's largest hospital system and earned "Approved Product" status, hospital system administrators expressed a desire to work through a single distributor with a national reach and the ability to deliver consistent, high-quality training. The company's CEO found himself in a quandary having already engaged the RSDs and contacted Excelerant Consulting for guidance.

EXCELERANT SOLUTION

In a relatively brief consultation and with its expert understanding of Integrated Delivery Networks [IDN] and RSDs, Excelerant was able to coach the CEO and put together a strategy, including talking points for a meeting with key hospital system decision-makers, that demonstrated how a national IDN and an RSD network could work together harmoniously to sell, distribute and properly train physicians. The arrangement would reduce the company's burden of tracking, tracing and creating reports for the RSDs and fully engage RSDs in the selling process.

RESULTS

Within a matter of months, Excelerant's guidance has opened up opportunities in more than 200 Emergency Departments and Pediatric Intensive Care Units across the U.S.