

## CASE STUDY

### Becon Medical Direct Mail Campaign for Product Launch Identifies U.S. Physician Opinion Leaders

#### Company

Becon Medical, Tucson, Ariz.

#### Industry

Medical Equipment

#### Challenge

Becon Medical, a medical equipment company that primarily focuses on plastic surgery devices and supplies, launched a new product in late 2010 and needed to understand and reach an unfamiliar and unique target audience. The new product was an infant ear-correction device called EarWell. "We didn't know about markets and customers for this product so we were presented with a whole new challenge," said Becon Medical's President, Bill Lyons.

Initially, Lyons and his team reached out to a sample of the general pediatric population via direct mail, but that attempt "failed," according to Lyons. "They didn't have any interest in the product. We knew none of the country's broad pediatrician market or how to communicate information to them about EarWell," he continued.

Lyons took the project in a new direction when he recruited local pediatric plastic surgeon Dr. Craig Hurst from the University Medical Center in Tucson, Ariz., who had used the device on his patients and seen significant results, to write a letter about his success with EarWell. "We needed to circulate the information to peds in Tucson," said Lyons. This letter was sent to a random test sample of 150 local physicians, and according to Lyons, "the result was very surprising; we got calls." Next, Lyons needed a healthcare data source to help him expose his message to a larger audience.

#### Solution

Lyons and his team searched for a healthcare data partner that could reach additional segments within the physician audience. He stumbled upon SK&A and connected with sales representative Tiffany Boykin to build a list of 5,000 pediatric physicians within 21 markets. In this deployment, Lyons selected one physician per market to write and mail approximately 250 letters to pediatricians in their communities.

"I didn't know the process, but Tiffany held my hand and showed us the best course of action for the cheapest price. I was very impressed; she was extraordinarily helpful and very honest," Lyons said.

#### Results

Lyons described the results from the first mailing with SK&A as "very, very good." "We were very pleased that we didn't get many returns out of the 5,000 letters sent. All the doctors came back to me and said their letters didn't get returned. They were very impressed and excited to do a second mailing," said Lyons.

"Everybody has gotten valuable responses. Dr. Gregory Mackay from Atlanta, Ga., said that his business for EarWell exploded after his deployment. Dr. Stephen Baker from Georgetown University Hospital said that within days of the deployment, he was getting calls from recipients saying they had patients ready to use the device," he continued.

The results from the mailing bring Lyons and Becon Medical to a "very exciting" juncture in the product launch. "Pediatricians who received the letters are telling other doctors they have relationships with and those doctors are calling us. It's very exciting. We think the second deployment will be even better and a third will be spectacular," said Lyons.

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Bill Lyons, President  
Becon Medical Group