



Presented by

Lasselle-Ramsay

Consumer Education and Enlightenment: Lessons Learned from Medical Devices

Presented by
Joan Lasselle, Lasselle-Ramsay, Inc.

Prepared for



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How do you connect with customers?

**You can't connect with
customers if you don't know
who they are**

Case Study: New Product Introduction

- ➔ Intravascular Ultrasound (IVUS)
- ➔ Revenue growth through ease of use
- ➔ Regulatory requirements

The Power of Personas

Tim
Seller



“An idiot from the street should be able to run the machine after 5 minutes.”

Dr. Fischer
Clinician



“The less you use the device, the less time you’re interested in investing in it.”

Kaito
Japanese Operator



“I don’t have enough time to learn a new system. I need to work and making time to learn is hard.”

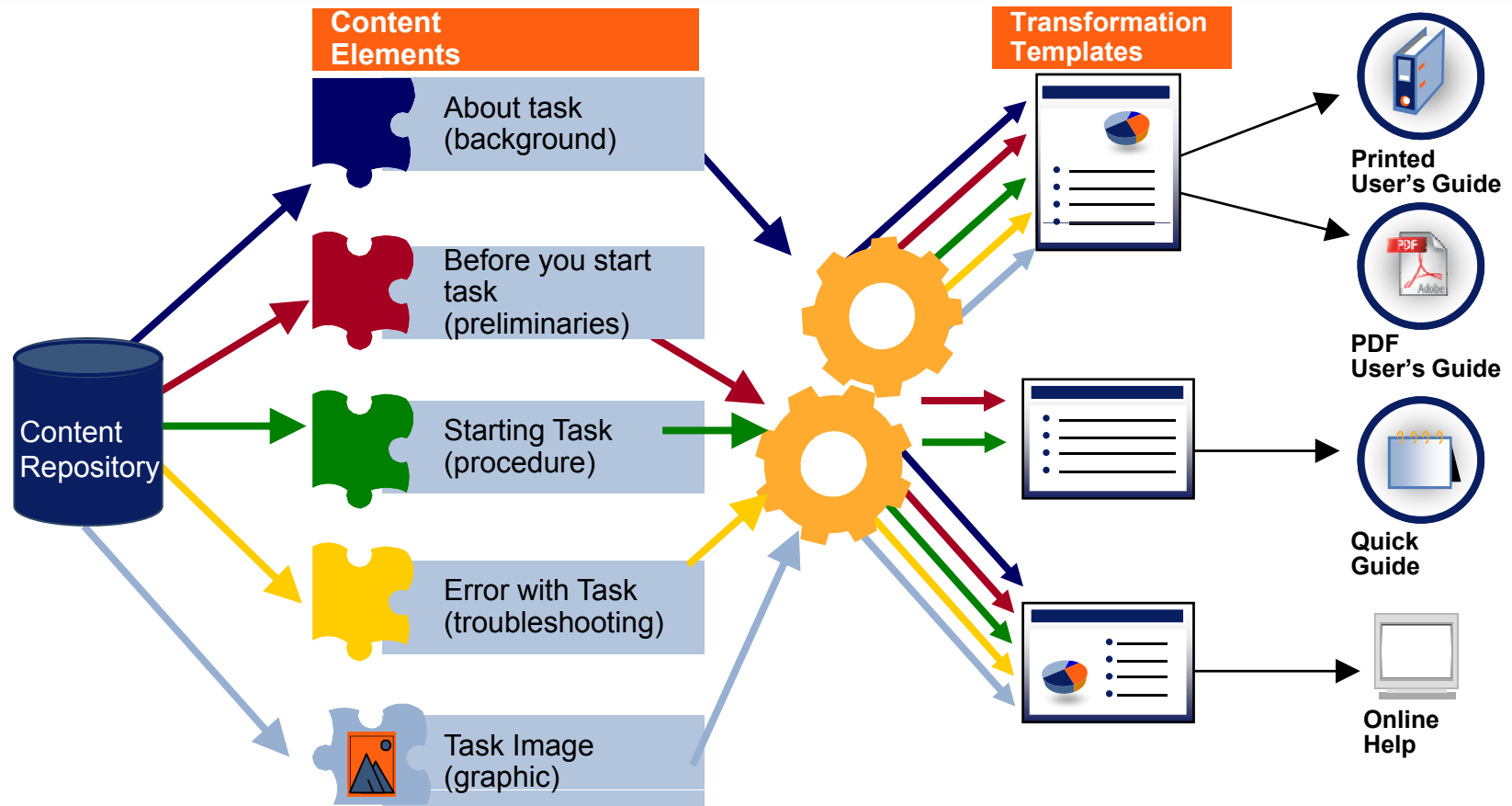
Vicki
U.S. Operator



“Doctors are so dependent on the techs. That’s why it’s so important to know the ins and outs, to be able to troubleshoot.”

Systems Approach to Content

Beyond the book and the class



Lessons Learned

- ➔ Success depends on people
- ➔ One size doesn't fit all
- ➔ Learning is a process, not an event
- ➔ Content requires a content infrastructure

Consumer Education and Enlightenment

Joan Lasselle

joan.lasselle@LR.com

www.LR.com

415.505.8743

The screenshot shows the LasselleRamsay website homepage. At the top is the logo "LasselleRamsay Business Content Development" with a navigation menu: "About LR", "Our Services", "Our Clients", "Our Content", "Contact Us", "Government", and an unlabeled blue button. Below the navigation is a large blue banner with the text "WE DELIVER CONTENT THAT GETS RESULTS" and "JUST ASK OUR CUSTOMERS". To the right of the banner is a "LEARN MORE" section with "FREE RESOURCES" including "Presentations", "Articles", "Events", and "Archives". Below the banner are three columns: "Who we are" (text about global Fortune 1000 companies), "What we do" (text about user-focused content design), and "How we do it" (text about a six-point process). At the bottom are two boxes: "ASK AN EXPERT" (with contact info: CALL US AT (650) 968-1220, MON-FRI 9AM-5PM PST) and "EMAIL NEWSLETTER" (with an email input field and a "Subscribe >>" button). The footer contains the same navigation menu, copyright information "© 2009 Lasselle-Ramsay, Inc. 101 Redwood Shores, Redwood City, California", and a "Login" link.

