



## CASE STUDY

### Relationship Management

#### **Background of the case:**

A Europe-based medical equipment manufacturer sought a strategy for communicating the benefits of its new MedTech designs and its commitment to playing a leadership role on healthcare issues to key opinion leaders in India

#### **How did Warpdrive assist?**

- We helped our client hone its messages, design a positioning strategy, and engage key stakeholders in a variety of settings in India.
- We drew on our extensive network to convene discussions with relevant thought leaders, and created opportunities for the company to deepen relationships with a broad range of interested parties and highlight the benefits of its approach.
- We also facilitated and advised on our client's participation in various industry events.

#### **Result**

Our client is now positioned as one of the leaders in MedTech space in India, and has forged new relationships with important stakeholders. The company will leverage its enhanced profile as it moves to offer even more innovative products in the future.