

Dutch Ophthalmic Research Centre Case Study

**Getting into the minds
of ophthalmic surgeons
to bring a new product to life.**

Problem

No communication strategy.

The Dutch Ophthalmic Research Centre (DORC), founded by the visionary Ger Vijfvinkel, provides ophthalmic surgeons with the instruments and equipment they need to conduct anterior and posterior ophthalmic surgery. DORC is located in the Netherlands, but has operations around the world. DORC was in the process of developing a new product. I was asked to help bring it to life.

Problems facing DORC:

- Difficult to communicate the unique aspects of the product.
- Non-comparable technology on the market.
- Needed to connect with surgeons around the world.
- Existing technology was embedded in the minds of surgeons.
- No positioning or guidelines so had to start from scratch.
- The product had been 5 years in development and needed to launch.

The new product (above right) was going to change the industry but I needed to resolve all these issues and bring it to life.

Confident in my ability, I accepted DORC's request to create a communication strategy, messaging design, product guidelines and copy.



Approach

You can have the best product in the world but if you don't connect with the needs and wants of target audiences, it will fail.

Connecting with the needs and wants of DORC's key target audience, ophthalmic surgeons, is no different in approach, to connecting with the needs and wants of adidas customers.

Empathy drives my approach and this helps steer strategy. I commenced work to develop this empathy.

Solution

Feeling in absolute control.

With a clear scope and schedule in place, I commenced work on the project, keen to get into the minds of ophthalmic surgeons.

Research

I needed to understand every detail of the product and how ophthalmic surgeons worked. During meetings in the Netherlands, I listened carefully to the scientists and engineers as they guided me through the product's characteristics. Competitor research helped me understand the landscape we were playing in and what other products were on the market. Research into ophthalmic surgeons uncovered that some surgeons liked elements of the old peristaltic pump while others had an affinity toward to the Venturi pump. As this product didn't use either a peristaltic or Venturi pump, I needed to understand both systems and articulate how the new product was better. I delved deep into the lives of these surgeons and watched a number of operations. What struck me during these operations was that the surgeons needed to have absolute control of the equipment at all times.

Risk

With empathy toward the needs, pressures and fears of surgeons, I felt that the decision to purchase EVA was about risk management and control. I wanted these surgeons to feel in absolute control of their work and so this led the messaging design. I alluded to the limitations and risks associated with peristaltic or Venturi pumps in the copy, and how EVA overcame these issues.

VTi

I was keen to explain the technological superiority of EVA in terms that surgeons would understand immediately. Having viewed the schematics, I realised that EVA wasn't actually a pump. I actually ended up calling it a fluid control system which worked nicely with my control theme. I then created an acronym to support the name and VTi was born. EVA (right) is an innovative phacoemulsification system that puts surgeons in absolute control, all of the time. At the heart of EVA is a revolutionary fluid control system called Vacuflow VTi. Vacuflow VTi uses valve timing intelligence (VTi). The beauty of the Vacuflow VTi technology is that it eliminates the risk of dangerous pulsation or unwanted flow; it just effortlessly delivers the perfect flow required by the surgeon.



Result

250,000 operations and counting

Over 5,000 other words of copy brought EVA to life. I wrote copy for the website, videos, scripts, internal training documents and sales presentations. These words have circumnavigated the globe in recent years helping to sell EVA to ophthalmic surgeons.

EVA, with its innovative Vacuflow VTi fluid control system, is now revolutionising the world of ophthalmology.

My strategy, planning and words helped EVA to launch in Europe in 2013. Later the same year, EVA won the Red Dot Design Award. Since 2013, EVA has performed over 250,000 eye operations in more than 250 locations in Europe. After receiving FDA 510(k) clearance in early 2015, EVA is heading to the USA.

Testimonial

I was delighted to receive a personal comment from Ger, the founder of DORC, and Frank, a senior engineer on the project.

“This text is a major step forward and ‘absolute control’ is very strong.”

Frank Ruseler, Engineer

“I think this is OK.”

Ger Vijfvinkel, Founder



www.EVAByDORC.com

Want to bring a new product or business to life?

Solving business problems and helping to achieve outstanding results is what I do.

If you'd like to talk about how I can help your business, please get in touch on stuart.wood@stuartwood.co.uk.

Lucky?

Other examples of my work

I have more than twenty years' experience improving the performance of businesses.

Suzuki

The UK was Suzuki's fourth largest market in Europe. It's now its No.1 market in Europe.



Mind Tools

Mind Tools was stuck on £800k turnover. It's now turning over more than £1.6m.



RAW Productions

From sales in decline and three inferior websites to achieving a 30% growth in sales.



Time to talk?

If you'd like to talk about how I can help transform the future of your business, please get in touch.

Get in touch

You can contact me directly on stuart.wood@stuartwood.co.uk or by visiting www.stuartwood.co.uk.

