

'Promoting the power of one' Making the most out of Medica

smiths 5925 million acquisition moves Smiths into medical devices big league

Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

5925 million acquisition moves Smiths into medical devices big league

Smiths Medical Group is expected to complete its acquisition of US safety device firm Medica... The deal is valued at \$592.5 million...

Acquisition moves firm to 'big league'

Smiths Medical Group is expected to complete its acquisition of US safety device firm Medica... The deal is valued at \$592.5 million...

New force in safety devices as Smiths Medical buys Medica

Smiths Medical Group is expected to complete its acquisition of US safety device firm Medica... The deal is valued at \$592.5 million...



Medication delivery systems on show

New solutions set ahead by FDA... Medication delivery systems are being showcased at the Medica 2004 conference...



Background

In a move to globalise manufacturing, marketing and customer services, the Smiths Medical Group had merged all its business units into one worldwide company under the name, Smiths Medical, and adopted a singular vision -- "The power of one". This helped propel Smiths Medical, part of Smiths Group, to its position as a leading provider of medical products for reliable and cost-effective patient care.

Objectives

After launching 'The power of one' in 2003, Smiths Medical needed to ensure it projected a new streamlined, innovative and customer-focused persona to its customers. This meant:

- Ensuring Smiths Medicals customers encounter just one company, supplying leading edge products
Positioning Smiths Medical as the market leader in Anaesthesia and Safety Devices - Medication Delivery and Patient Monitoring
Showing Smiths Medical as an innovator in key anaesthesia and airways emergency access markets through its unique value proposition

Tactics

With no vendor able to fully compete with Smiths Medical's emergency airways access kits, the company had a clear window of opportunity to gain recognition and emerge as a leader. De Facto recommended a plan that:

- Clearly differentiated Smiths Medical's technology by highlighting new product features as the foundation to the performance breakthroughs.
Made the most of media briefings during Medica 2004
Educated the media on the benefits of key products such as the Cozmo insulin pump and Portex Crichothyroidotomy Kit via by-lined articles
Positioned Smiths Medical's executives, including UK CEO Lawrence Kinet, as industry thought leaders

Results

Coverage highlighting the need for emergency airways access kits was secured in European Hospital, IHE, HospiMedica and Arab Health Magazine.

Seven key publications were briefed at Medica, generating 17 items of coverage in the international healthcare press in one month - including a double-page spread in Clinica.

Best fit deal puts Smiths Medical up with the big boys

Last week, Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

Smiths Medical announced that it is to acquire US safety device firm Medica... The acquisition is expected to be completed by the end of 2003...

Best fit deal puts Smiths Medical up with the big boys... The acquisition is expected to be completed by the end of 2003...

Best fit deal puts Smiths Medical up with the big boys... The acquisition is expected to be completed by the end of 2003...

Best fit deal puts Smiths Medical up with the big boys... The acquisition is expected to be completed by the end of 2003...

Best fit deal puts Smiths Medical up with the big boys... The acquisition is expected to be completed by the end of 2003...

Best fit deal puts Smiths Medical up with the big boys... The acquisition is expected to be completed by the end of 2003...

Increased visibility... The acquisition is expected to be completed by the end of 2003...

Increased visibility... The acquisition is expected to be completed by the end of 2003...

Increased visibility... The acquisition is expected to be completed by the end of 2003...

Increased visibility... The acquisition is expected to be completed by the end of 2003...

Increased visibility... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...

Long standing... The acquisition is expected to be completed by the end of 2003...