

'Shared Vision'



de facto
communications

Promoting a seamless transition to PACS



Background

Although more and more hospitals could see the benefits of moving from analogue to digital image capture, storage and retrieval through enterprise-wide networks, the key stake-holders needed to be convinced they would fully realise their ambitions before they took the leap in PACS (Picture Archiving Communication Systems).

Objectives

In the crowded PACS market, Agfa needed to stand out as:

- A trusted partner with an unrivalled track record for successful UK implementations.
- A true specialist, committed solely to diagnostic imaging, as opposed to an equipment generalist.

Agfa also needed to encourage potential purchasers to:

- Think beyond any attempts to restrict freedom of choice in selecting PACS and concentrate on commissioning the best solution for their individual needs.

It was, therefore, imperative they read the market correctly and presented their messages in the most succinct way.

Tactics

De Facto helped Agfa:

- Create a corporate and technology positioning program as a way to confirm the company's vision,
- Take an all-encompassing look at the competition, and solidify messaging throughout the organisation.
- Analyse and present those findings as key discussion points to directors and communications specialists within the Agfa HealthCare team, thereby gaining consensus on how best to communicate the company's key differentiators to the media, analysts and prospective customers.

Results

Leading industry journalists have validated Agfa's vision and messaging through by-lined articles and key opinion leader pieces in HSJ, Cardiology News, RAD, Synergy, Smart Healthcare and Health Director.

Agfa's messaging not only resonated with leading media and analysts, but resulted in six press interviews in two months, as well as four pieces of coverage following UKRC 2004.

