PROMOTING 21ST CENTURY GLAUCOMA SURGERY

How we inspired ophthalmic surgeons to update their outdated methods.

Alcon acquired the EX-PRESS® glaucoma filtration device in 2010, which launched them into the surgical glaucoma market. The original campaign created for EX-PRESS® was focused around predictability, but by 2013 it was time to evolve the focus of communication in order to stay relevant and continue to see real results.

Because reimbursement for the EX-PRESS® procedure was not very good, surgeons weren’t particularly motivated to adopt EX-PRESS® versus the alternative filtration method. However, surgeons had been using the alternative method since the 1960s — and we knew it was often a habit rather than an informed choice.

Helping the customer realize the unique benefits of EX-PRESS® was imperative to driving adoption. Just as important was reaching key regions as we endeavored to change the perception of the brand.

How we did it.

- After conducting research to determine the major challenges facing adoption of the EX-PRESS® technology, HCB Health developed a new creative concept focused on optimizing flow dynamics in the filtration process. The provocative tagline read, “The 1960s called. They want their filtration surgery back.”
- To reach necessary target regions with the new campaign, we created and implemented a full-scale global media plan.
- We launched a new ePub at a major tradeshow, ran arresting digital and traditional ads, and put together a sales aid to illustrate the benefits of EX-PRESS®.
- Finally, we updated Alcon’s website to reflect the new campaign.

Results? Social media stardom.

When a surgeon liked the campaign so much that he posted a photo of himself next to a campaign graphic on Facebook, the campaign went viral.

Awareness increased during the six-month paid media campaign, with average pageviews on the website increasing by 28%.