

Creating a Partner Ecosystem to Accelerate Product Adoption in Patient Communities with Key Unmet Needs - Analysis of Hologic's Movement

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In February Hologic, the \$17.8B global developer of imaging, diagnostic, and surgical devices, made its national advertising debut during Super Bowl LVI.

The global champion of women's health purchased highly sought-after ad space, launching the "Her Health is Her Wealth" campaign on television. Starring Super Bowl halftime performer Mary J. Blige, the slot focused on highlighting preventive screenings for women.

Covering Blige's busy day-to-day activities, the ad emphasized the importance of scheduling screening tests - no matter how busy a patient may be. Despite juggling multiple activities, Blige makes it to her "Well-Woman" appointment right on time.

The 30-second spot serves as more than a reminder for women. The ad demonstrates just how far Hologic has come since launching its "Back to Screening" campaign in 2020. "Back to Screening" focussed on reminding patients to schedule mammograms after facing delays from COVID.

Since then, Hologic has transformed its original screening initiatives into a true industry movement, oriented at fulfilling specific patients' unmet needs.

Hologic's 2022 Super Bowl LVI ad reached more than 112.3M people, showcasing just how big their movement has grown.

Over the past few years, Hologic has rapidly increased its community focus to address modern gaps in women's healthcare. The community movement has ultimately enabled Hologic to connect patients with their screening technology, driving demand for their innovations in the industry.

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Launching A Movement: Strategic Partnerships Fuel Hologic's Market-Driven Initiatives

Two months after airing the digital "Back to Screening" campaign, Hologic decided to hone in on patients at higher risk for breast health, fibroids, and cervical health issues but receiving less care: Black women.

As the pandemic raged in the United States, the Black Lives Matter movement highlighted racism, discrimination, and inequality toward Black people. Disparaging statistics and heartbreaking human-to-human stories flooded the media, revealing the gaps in care for Black patients in the U.S. healthcare system.

"The P.O.W.E.R. of Sure" sought to educate the industry on these disparities further while directly connecting Black women with care to help close these gaps.

With the statistic that Black women are "40% more likely to die from breast cancer than white women," Hologic kicked off the campaign by partnering with two key industry organizations, the Black Women's Health Imperative (B.W.H.I.) and RAD-AID.

With a mission to "increase the number of healthy Black women in the U.S. from 9.5M to 12.5M by 2022," B.W.H.I. has served as a leading advocacy group for Black Americans since 1981. RAD-AID has connected underserved patient areas with medical imaging and radiology technology since its founding in 2008.

Hologic successfully created a campaign ecosystem to drive the adoption of their technology in underserved communities while directly solving unmet market needs.

The three-pronged partnership featured key roles reflecting an ongoing ecosystem, from technology adoption by providers to actual patient screening:

- Hologic as the technology solution provider
- BWHI, as the patient influencer and educator
- RAD-AID as the distributor and hospital liaison

Patient advocacy and provider resource groups exist for nearly every patient profile or condition within the US market. To ignite an industry movement, Hologic selected the right partners to support their business goals while making a genuine difference.

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Patient-Oriented Digital Resource Suite: Women Empowered to Schedule Appointments

"The P.O.W.E.R. of Sure" [landing page](#) was designed as a digital destination for Black women to regain control of their health.

The empowerment-focused microsite leveraged strategic, patient-oriented positioning to persuade women to schedule mammograms with providers offering Hologic technology. Mammograms were positioned as an extension of "self-care" - a term typically associated with destressing at home in the United States vs. seeking direct medical care.

Rather than instilling fear in visitors, Hologic and their partners sought to present routine screening as a simple step to take as a part of their ongoing self-care activities. Often, the fear of finding out about a medical diagnosis is one of the most significant barriers to patients seeking treatment. Patient procrastination is one area that has largely driven gaps in screening.

The website featured positive reinforcements to drive sign-ups.

One is that "early detection of breast cancer results in an almost 100% 5-year survival rate." The positive, empowerment-oriented language is featured through campaign assets to encourage action. Featured blogs included titles such as "6 Myths About Mammography" to resolve these patient barriers ultimately.

The page familiarizes women with the movement before introducing Hologic's technology. The Genius® 3D mammography™ is positioned as "the only mammogram F.D.A. approved as superior for women with dense breasts."

Why did this matter to page viewers? It was paired with the insight that Black women are more likely to have dense breast tissue, making it difficult to see smaller tumors using traditional mammograms.

Hologic's technology is not featured as the only solution but is positioned as the best solution for this audience group. Through the educational website, women could [connect with Hologic 3D mammogram providers](#) to schedule appointments with the new technology.

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Fulfilling Unmet Industry Needs While Creating an Ecosystem for Product Adoption

Initially cleared by the F.D.A. in 2017, Hologic ultimately drove demand in new patient groups for the Genius® 3D mammography™ by strategically addressing precise, unmet market needs.

Hologic ultimately launched an industry movement to connect neglected patient groups directly with their technology.

Every market features precise, unmet needs. Find data points that communicate the urgency of fulfillment while positioning your technology as a solution. Connect with partners that can accelerate your mission; remember: the right partners ultimately depend on your patients.

Where are they receiving news or resources? How can you directly connect them with your offering without pushing them away? Exploring questions like these will help you get started.

- Content by the BDMT Global Team

If you are interested in potential partnerships and long-term relationships with the companies mentioned in this article or others in the U.S. and/or S. Korea, contact Suzy at sim@bdmtglobal.com.

Suzy Im



As the head of BDMT Global in Boston, Im focuses on accelerating the innovative transformation of global companies. She is a Professor of Marketing and a member of the Advisory Board at Emerson College. Im is also co-founder of Sponsors of the Future, a non-profit organization that leads corporate social responsibility, promoting neurodiversity and inclusion. As a well-known business developer and marketing strategist in the global field for over 20 years, Im merged the two critical global business functions of Business Development (BD) and Marketing Transformation (MT) for the first time. She was recognized for her innovative business model and contribution and received five consecutive awards in the U.S. including the North American Business Awards and TITAN Business Award 2022 in Biotechnology.

