

HEALTHLIFESCIENCESCASESTUDY

NxStage boosts sales performance with Mediafly

INDUSTRY: HEALTH AND LIFE SCIENCES
Lawrence, MA | 3,000+ employees



The Challenge

NxStage Medical, Inc. (Nasdaq: NXTM) is a leading medical technology company focused on advancing renal care. Comprised of three sales groups - one for end customers, one for providers, and one for distributors - the company's non-traditional sales force lacked experience, struggled to communicate the value of NxStage products, and failed to fully leverage the digital assets available to them. Having entered a period of relatively flat sales growth, NxStage management sought to identify and resolve sales inconsistencies by gaining a better understanding of how sales reps were actively engaging with prospects and what assets they were leveraging. Because healthcare is a highly regulated industry, the company would need to limit alterations to official NxStage assets to maintain compliance with federal regulations.

The Solution

NxStage deployed Mediafly's sales enablement platform to completely transform their static sales pitch into an interactive buying experience. The Mediafly solution empowers sales reps to leverage impactful content like customer story videos that they couldn't seamlessly pull into presentations previously. The ability to easily share different types of relevant assets in real-time helps to shape more meaningful and fluid conversations with customers. Mediafly's reporting capabilities offer the ability to track content usage and adoption, and an integration with the company's CRM offers insight into overall sales performance.

The Result

The ability to easily customize interactive sales conversations for patients or physicians in real-time has resulted in a more engaging buying experience and a 30% increase in sales. A tight integration between Mediafly and CRM allows NxStage to gauge content's contribution to revenue, which has helped the company to better focus its efforts on producing content that drives results and ensure it complies with federal regulations.

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's platform, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Most recently, Mediafly was named a top 10 Best Place to Work by Crain's Chicago, No. 1 in the small business category.

Interested in learning more? Visit us at mediafly.com or call 1.312.281.5175.

“By transforming our sales process with the help of Mediafly, we saw over 30% growth in sales.”
- SVP of Sales and Marketing



MAINTAIN
compliance



TRACK
usage

MEDIAFLY CLIENTS

GE Healthcare



ThermoFisher
SCIENTIFIC