



## A David & Goliath Story in Ophthalmology

“CoActive’s ability to view the marketplace from a macro level has allowed CoActive to truly act as strategic partner and sounding board for important business decisions. So much of what we do in the life sciences is dependant upon nuance and detail, that manifests itself, in terms of regulatory issues, clinical outcomes and relationships, with both clinicians and scientific industry publications. Without a proper understanding of the life sciences, a general firm would be unable to provide WaveLight with strategic advice and generate effective communications.”

Luca Sergio, Former Vice President of Marketing, WaveLight, Inc.

**History:** In October 2003, the German start-up company, WaveLight, introduced the first new refractive laser system to enter the U.S. market in nearly a decade.

**Challenge:** The refractive laser market had been dominated by two large competitors for twenty years. How could a new player bringing forth the most premium priced technology achieve a presence in this highly competitive capital equipment marketplace?

**Solution:** CoActive’s relationship with WaveLight began prior in early Phase II trials for the ALLEGRETTO WAVE™ and the agency’s communication strategies grew alongside the company. Prior to US approval of the ALLEGRETTO WAVE™, CoActive’s goal was to gain physician awareness through trade coverage, contributed editorial and ongoing professional relations featuring KOLs at every major medical meeting. Upon FDA approval, CoActive worked to achieve widespread news coverage to support physician adoption of this new laser platform, maintain product identity and increase market share for this new product.

**Results:** Just one year following its approval, *Marketscope Reports* reported that WaveLight captured 20 percent market share of all newly installed refractive laser systems in the US. CoActive’s efforts garnered WaveLight nearly 300 articles between 2003 – 2007. WaveLight was acquired by Alcon in early 2008 in order to re-invigorate Alcon’s refractive laser division. The WaveLight ALLEGRETTO is still one of the world leading refractive lasers in use today.