



Introducing Consumer Care

Coloplast Capital Market Day 2014

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Ostomy Care
Urology & Continence Care
Wound & Skin Care

We reach out to consumers for several reasons

Expose
innovative products



Ensure
product accessibility



Ensure
successful experience



Our Consumer Care focus is driven by two approaches

1 Coloplast® Care



CARE is a
retention programme

2 Direct-to-Consumer



Direct-to-Consumer is a
marketing channel

Coloplast® Care gets us even closer to our consumers

Objective

NPD gain and retention of new users when they leave the hospital after surgery

Through Coloplast Care we...

- C** *Connect* to consumers and form lifetime bond
- A** *Advise* with the right information at the right time
- R** *Respond* with frequent phone calls, emotional support newsletters
- E** *Enable* our consumers by making their lives easier

...with positive results so far

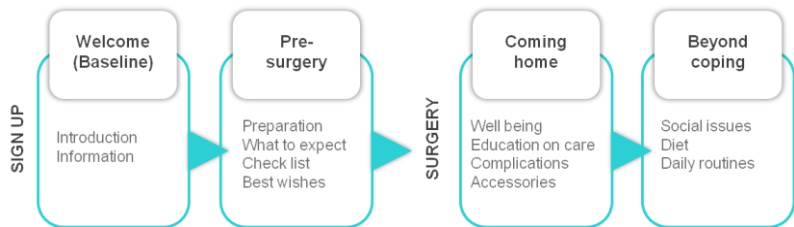
- More than 300,000 consumers enrolled
- More than 19 countries are running a Care programme – and more to come
- Ability to impact retention of patients
- Fantastic consumer testimonials

Since 2012, we have invested further in Coloplast® Care, and we now have a completely differentiated service for ostomates

Key elements of Coloplast Care



We support consumers for life



Key benefits of Coloplast Care



An online support programme



Enrollment through all relevant consumer touch points



Tailor made advice and guidance to consumers' changing needs



Aligned with our call centers



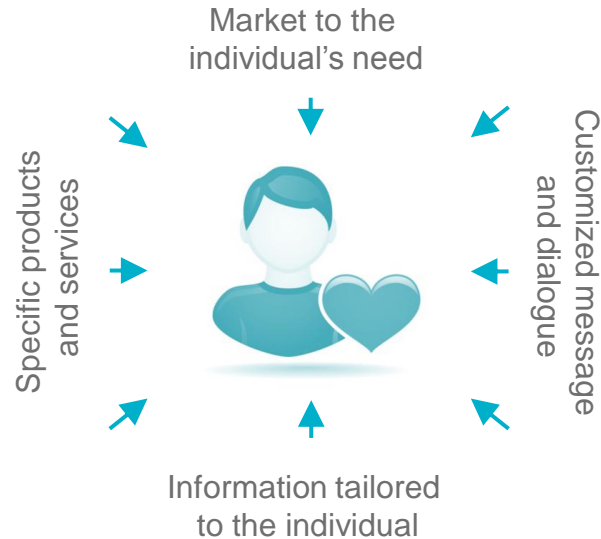
From pre-surgery and beyond

Our Direct-to-Consumer activities is a new communication channel that brings us in touch with new consumers

Objective

Conversion, up-selling and cross-selling to existing users, both CP and others

DtC is direct, individualized marketing...



...with positive results so far

- Increasing lead generation through online and offline marketing activities
- Lets consumers try new products and succeed with them
- New system and processes being implemented allowing for increased transparency
- Current database of more than 700,000 consumers (incl. Care)
- Confirmed sales

We have invested in DtC to engage with consumers

- Examples of our consumer DtC investments -

New website

Expertise

Call centers

Systems

Lead generation

Let's take a look at
what our efforts have
brought us so far

The feedback from consumers has been remarkable, typically a little guidance improves their quality of life a lot

“Coloplast was by far the very best at understanding my medical need, providing me with enough samples of bags to insure a good ‘fit’ with the brand, sent me paste, wipes, and these wonderful things called barrier strips! WHERE have you BEEN all my LIFE?!!”

“Without seeing me, by simply taking the time to talk to me on the phone and listen to and hear my concerns, you were able to provide me with solutions.”

“When I first spoke to you, I was changing my appliance every day – sometimes two or three times a day. Never since my surgery in January 2010 have I been helped with this issue, before now.”



We are not trying to replace the nurse

- Consumers are assisted with in depth product knowledge
- Often very simple things, such as appliance of the products, are the consumers main problems
- Consumers often need guidance finding the perfect product for their body
- We make the consumers aware of accessories and offer solutions by listening to their concerns

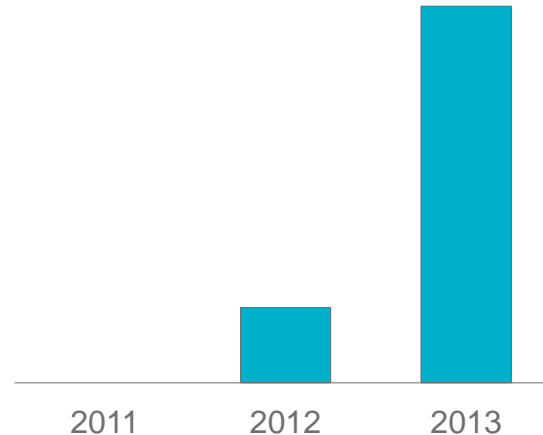
Our Brava range matches perfectly with our consumer focus and campaigns have proven successful

High need and demand

75% ...of all consumers use accessories

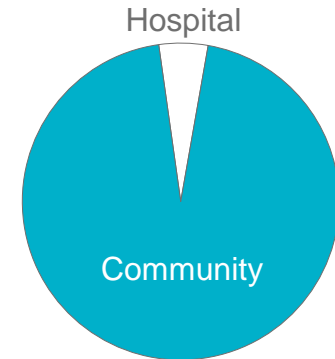
>10% ...of consumers who receive a Brava campaign email request a sample

Steep rise in online sample request



Tailored for Direct-to-Consumer

Brava sales by channel



SpeediCath® Compact Set and SenSura® Mio are highly innovative products with great consumer appeal

- SpeediCath Compact Set -



- SenSura Mio -



Partnerships with dealers have proven to be a win-win

Hybrid campaigns

"Ich dachte nicht, dass es etwas gibt, das mir die Brava®-entleerung erleichtert."
Linda, 58-jährig, seit 1998

Liebe Frau Nehls, testen Sie das neue Brava® Geruchsneutralisierendes Gleitmittel!

Kennen Sie die Situation?
Die Innovationen Ihres Stomaerzellers helfen einander und verhindern dadurch ein mögliches Ausbluten nach Verrenken des Brava®. Und zusätzlich machen Ihnen bei der Brava®-entleerung unangenehme Gerüche zu schmecken.

Abhilfe schafft das Brava® Geruchsneutralisierende Gleitmittel – das neueste Produkt unserer Coloplast® Pflegeprodukte-Linie.

Wie funktioniert es?
Sie lassen Menge Gleitmittel und durch die Lockung der Brava®-Gerüche. Für eine geschickte Verabreichung sorgt die ansonst übliche Anwendung der Brava®-Gerüche. Die Folge: Der Geruchsneutralisierer des Herstellers der Brava®-Gerüche. Er macht die Innovationen geschmeidig und ermöglicht eine spürbar leichtere Brava®-entleerung. Dabei auch bei unangenehmen Gerüchen werden neutralisiert.

Wo können Sie es testen?
Jetzt und hier – einfach auf den Bestellbutton klicken!

Herzliche Grüße,
für Coloplast® Team.

Bitte beachten Sie die persönliche Beratungspflicht und den Hinweis zum Produkt 1 (siehe 1. Seite).

Bestellen Sie kostenlos für persönliches Muster!

A dealer provides us with consumer information - we call to sample and transfer consumer when ready for purchase

Coloplast

"Now I can stretch without worrying. I'm working on my swing again."
Ken, 68-jährig, golfer seit 1988

Are you like Ken?
Ken is a keen golfer, leading an active life, and happens to be an ostomate too using Brava Elastic Tape.

You may be keen golfer like Ken or enjoy working for that last rung in the ladder to make a cup of tea, but you should feel secure enough to do either.

Brava Elastic Tape – for real security
It's the fabric, no matter what activities you use and how good it is, anyway! Long lasting than the rest, guaranteed opening a tear. All you need security by using some Brava Elastic Tape around your stoma area.

Thanks to the elasticity, it will hold your stoma bag in place, stretching and moving with the contours of your skin.

Order your free sample today!

In partnership with a dealer, their reps call consumer to transfer to us for sampling and support

We benefit, our dealers benefit

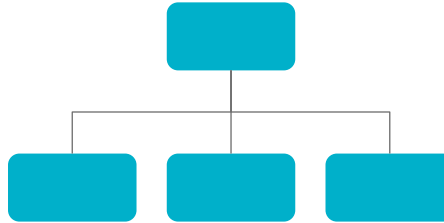
- Share infrastructure in strategic partnerships
- Ensure most efficient way of doing campaigns
- We win, our dealers win
- Extend our own market reach while providing a platform for our dealers

We are still investing in infrastructure, and we aim to build further on the consumer focus going forward

Fine-tune consumer approach



Shape local organisations



Expand Scope

 **Stomawise** shared Coloplast UK's photo.
December 21, 2013 · 🌐



Download our Christmas Recipes & Dietary Factsheet for Ostomates

We've put together this handy download which comes with a dietary factsheet to help guide you w...

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Our mission

Making life easier for people
with intimate healthcare needs

Our values

Closeness... to better understand
Passion... to make a difference
Respect and responsibility... to guide us

Our vision

Setting the global standard
for listening and responding