



CASE STUDY: A DIGITAL PRESENCE BUILDS BRAND ENGAGEMENT

Ethicon Endo-Surgery Provides Hope to Those Battling Obesity

Overview

Ethicon Endo-Surgery, Inc., the makers of the REALIZE® Adjustable Gastric Band, a highly-effective form of bariatric surgery, knew that the success of their brand and mission would require becoming passionate guides who walk patients and potential patients through the complex process to health.

Ethicon envisioned a much-needed interactive online presence that would allow it to provide information and community support to people exploring bariatric surgery, as well as those who had already taken that life-changing step towards their weight-loss goals.

Market Reality

Obesity is rising at an alarming rate in the United States and is often accompanied by serious health conditions, such as heart disease and

diabetes. While the obese often try diet and exercise first, studies show that many are challenged to lose weight on their own. They frequently look to other bariatric options for help. However, people often don't know where to start their search for information, what their options are, or if a bariatric solution is even something they qualify for or can afford.

Business Opportunity

People considering bariatric options needed a place to turn to for information about choices, education materials, insurance qualifications, and community support.

Ethicon Endo-Surgery recognized this gap and saw an opportunity to create an engaging online presence that accurately reflected its brand and mission while providing users

Objectives

- Establish an interactive online presence
- Build a meaningful and successful brand
- Create an evolving web community for people seeking bariatric services

Approach

- Create an interactive online community appealing to people exploring bariatric surgery and to patients post-surgery
- Build a web presence that focuses on marketing, educating, coaching and community
- Ensure compliance with complex federal regulations that govern social media within healthcare

Business Impact

- Rigorous use of web analytics saved the business over \$1 million
- Web presence evolved into comprehensive suite of branded interactive tools

Keys to Success

- Thorough digital strategy guiding the web solution development
- Continuity of post-launch web analysis

with valuable information about the company's bariatric services.

Ethicon Endo-Surgery also saw an opportunity for this interactive community to connect with those who already had bariatric surgery. Though the outcomes of the surgery are dramatic in terms of weight before and after, the hardest part of this life-changing event is maintenance. Once the surgery is done, patients are challenged to make significant alterations in how they relate to food and activity and how they view themselves. And they are often on their own. Ethicon Endo-Surgery recognized a critical need for community support for after surgery and saw an opportunity to help by creating such a space online.

Ethicon Endo-Surgery's Solution

Working in partnership with Fusion Alliance, Ethicon Endo-Surgery established an interactive online presence, realize.com. The site attracts an evolving web community that saves and shapes lives. In the process, Ethicon has been building a meaningful and successful brand.

Realize.com hosts an impartial, straightforward conversation about bariatric options and offers users tools and insights concerning insurance coverage. The website helps equip people to make smart decisions as they take control of their health.

Realize.com is a relationally responsive mix of marketing, educating, coaching and community that goes beyond being a lifestyle brand. It's a place where people who have made courageous decisions about life go to get stronger at living.

The website is built and continues to grow around personalized tools, including the REALIZE mySuccess®

program, an online clinical-support tool that helps people along the way, the whole way.

What Other Companies Can Learn

Identifying a market and consumer need, Ethicon Endo-Surgery looked to create an online space that would include all the different tools and components to help those seeking to find alternative ways to meet weight-loss goals. Fusion Alliance understood and connected with the company's end goal and used digital technology to create a solution.

Regardless of the industry, every business has unique goals and challenges that can be solved through technology. Ethicon realized significant benefits from a technology-enabled solution that addressed its business needs and goals intelligently and foundationally.

ETHICON

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About Ethicon Endo-Surgery

Ethicon Endo-Surgery, Inc. is a subsidiary of Johnson & Johnson headquartered in Blue Ash, Ohio. The company designs and manufactures medical and surgical devices, with a focus on making surgery as minimally invasive as possible.

Ethicon Endo-Surgery also operates the Endo-Surgery Institute, which provides education to healthcare professionals about minimally invasive surgeries.



Fusion Alliance

About Fusion

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

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