



Showpad helps AcuFocus increase product awareness & client satisfaction

About AcuFocus

Creator of the groundbreaking KAMRA™ corneal inlay, AcuFocus Inc is a leader in the field of small aperture optics, focusing on technologies to improve near vision for presbyopic patients. The company's mission is to provide patients and practitioners with: proven and reliable technologies, straightforward surgical technologies, superior outcomes, continuous training and education, and consistently high levels of patient and physician satisfaction.

Challenges

To drive the company's strong growth and fulfil its mission, AcuFocus' leadership recognized that had to overcome key challenges including:

- Sales content was inefficiently distributed via email, USB drives, and the company's FTP site.
- Sales reps based around the world struggled to consistently access up-to-date content.

- It was challenging to provide a growing number of clinics with the latest patient-focused educational materials, and equip clinical training teams with the material they needed (e.g. surgical training videos).
- Leadership felt that its content distribution system and processes were not aligned with the company's high-tech brand look and feel.

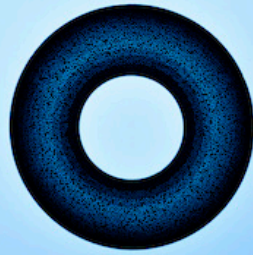


AcuFocus™
THE SMALL APERTURE COMPANY™

About AcuFocus

- **HQ** Irvine, CA, USA
- **Founded** 2001
- **Industry** Medical Devices
- **Employees** 51–200





Solution: Showpad

AcuFocus evaluated different solutions, and determined that Showpad was the ideal sales and marketing enablement platform for its current and future needs. With respect to implementation, Acufocus provided its sales reps with Showpad-equipped iPads, and after a 15-minute orientation they were excited about the new solution and ready to use the tool.

Now that Showpad is fully implemented in the Acufocus environment:

- Sales reps are easily accessing the latest, up-to-date content on a single, centralized cloud-based platform, and receiving notifications when new content is available. In addition, since Showpad is a completely mobile solution, reps are impressing prospects and clients during on-site visits, and at international trade shows.
- Marketing teams are using Showpad's innovative synching technology to efficiently distribute all materials to field teams and clinics from a central content management system. They have also created different profiles to suit the needs of each user group (sales, training, education, etc.), and designed custom background images/folder icons to support the company's high-tech brand identity.
- Clinics are launching Showpad in Kiosk Mode so that patients can conveniently access a variety of educational material in different languages while they are in the reception area/waiting room, or during the consultative process.
- Training teams are accessing the latest content, such as surgical videos, and delivering enhanced and efficient on-site doctor training.
- Leadership teams are relying on Showpad to monitor and analyze how sales reps and patients are accessing, engaging with and sharing various pieces and types of content. These insights are being leveraged to make constant improvements and drive content value and ROI.

"I can't believe how easy Showpad is to customize, teach and maintain. Our field team now has everything they need at their fingertips. And our patients are educated and excited our products, especially our flagship KAMRA corneal inlay solution."

Jenna Farr
Associate Marketing Manager, Acufocus



RESULTS

Thanks to Showpad, Acufocus has significantly:

- Increased awareness of its product offerings across its partnering clinics worldwide.
- Increased efficiency and reduced administration among its marketing, sales and training teams.
- Empowered clients with an innovative, impressive and highly regarded tool.