

mini-case 1-430-467
December 7, 2015

Medivice: An Exploration of Key Account Management

Medivice is an eight part longitudinal case that explores account management at a Saline, Michigan-based surgical device maker. The first part of the case introduces the company and its product. Part 2 explores company-wide sales and the nature of account management relevant to product innovations. The third part notes that Medivice services three surgical specialties (bariatric medicine, breast cancer, and cardiology) and assesses the opportunity of moving into new specialties like plastic surgery. Part 4 takes a look at the company's budget for marketing activities. Part 5 examines the traits customers look for in a medical device provider. The sixth part explores the nature of the relationship between salesperson and customer, while Part 7 looks at the division of salespeople to target key accounts. And Part 8 assesses the success or failure of the key account management approach.

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