

BLUEPRINT[®] Marketing Program

Marketing support for a NAVIO robotics-assisted surgery program

At Smith & Nephew we are focused on delivering the highest quality products, clinical expertise and market development services.

The BLUEPRINT Marketing Program is a part of that focus and offers focused and marketing options to drive patient utilization of our NAVIO systems. If you choose to add a BLUEPRINT program to your NAVIO system purchase, our Consumer Communications team will take a shared approach with your business and marketing teams. Together, they will work to establish a NAVIO marketing plan for your facility, execute against that plan and report all marketing results.



Define Success

- Identify goals for your program
- Review local market conditions and trends
- Generate internal stakeholder support

Focus Strategy

- Develop program's strategic marketing plan
- Employ project management tools
- Review templates and client examples

Align Tactical Efforts

- Execute program development efforts
- Work with our Consumer Communications team
- Measure results, improve approaches

Get help with

- Event marketing
- Professional education
- Consumer education
- Digital content
- PR templates
- Advertising
- Reference centers
- Research support



To learn more about NAVIO[®] robotics-assisted surgery, visit www.NAVIOrobotics.com.