

OVERVIEW

A small, publicly traded medical device company had spent five years developing a new product line and was getting very close to launching the product in the marketplace. Prior to the launch, they wanted to improve their market perception and build their shareholder support.

The company had developed a unique product that could make a substantial financial difference in the health care marketplace. However, because the company had spent the past five years in developing this technology, it neglected its overall investor relations and lost shareholder interest. The company also needed to build its profile within the medical community.

OBJECTIVES

- ❑ Raise awareness of the company within the financial markets.
- ❑ Improve shareholder confidence in the company.
- ❑ Increase investor participation in the stock.
- ❑ Increase the company's profile within the medical marketplace.

SOLUTIONS

- ✓ Assist the company in developing an investment story that will attract new investors.
- ✓ Implement a shareholder communications program to re-build existing shareholder support.
- ✓ Implement a strategic investor relations program to build market awareness.

RESULTS

- Developed a compelling investment story that was shared with targeted audiences within the financial community.
- Improved shareholder confidence, which in turn increased shareholder support.
- Increased company awareness in financial and medical publications and online forums.
- Company stock value increased by **320%**, and a higher resistance level was established.
- Market liquidity increased by **287%**.