



BD DIABETES CARE SINGAPORE

WINNING 4MM PRO PN TENDER IN SINGHEALTH POLYCLINICS



NAMES OF TEAM MEMBERS

- ✓ **Lead:** Jeanet Wong
- ✓ **Team Members:** Sandy Chung, Linh Tran



ACHIEVEMENT AND KEY LEARNINGS

Background:

- ✓ Singhealth Polyclinics are one of our key customers who drive the demand upstream. They have in total 8 outlets islandwide.
- ✓ However, since 2016, we didn't manage to win any tender for the 4mm Pen Needle over Terumo, as they kept emphasizing on their USP of 32.5G.



Solution:

- ✓ In FY20, we aggressively delivered the message of PRO's benefits to patients, which include injection force variability issue and easier injection.
- ✓ At the same time, we also mentioned that 32.5G was only at the tip, and not the entire needle. We also provided the HCPs with clinical evidence that higher gauge did not necessarily mean less painful injection (Praestmark, et al. – 2016 - BMJ Open Diabetes Research & Care)



BD CORE VALUES DEMONSTRATED

“The best way to help customers and patients is truly know them” and “Win as one BD”. Sandy knows the stakeholder's need, demand and behavior very well. She highlighted the challenges to the team, and used the resources provided by the team to cater her messages to each stakeholder accordingly.



FINANCIAL IMPACT

- ✓ First order quantity of 4500 boxes, valued at USD 27k.
- ✓ Awarded 18 months tender, valued at USD 39k.
- ✓ Gain 3% Share of Category for Pen Needles