



# Case Study | Out-reach Training Programs



Manufacturers of medical and *in-vitro* diagnostic devices often require special product training and technical support.

MDC Associates is the company to turn to for unique, professional customer training alternatives designed to ensure product acceptance.

## Call Center Services

MDC Associates recognizes that quality customer support is key in today's competitive market. Call Center services offered by MDC Associates are highly specialized. MDC has long served the medical and *in-vitro* diagnostics device industries. It now offers specialized services to the biotechnology, cosmetic, and food industries.



MDC Associates, LLC  
[www.mdcassoc.com](http://www.mdcassoc.com)

Our experience ensures your success.

# Manufacturers of medical products benefit greatly from MDC's out-reach training programs.

MDC Associates has been in business long enough to know that the success of a new or existing product is dependent on end user acceptance. To ensure that end users are satisfied with their products, a growing number of manufacturers contract with MDC Associates to develop and implement effective out-reach training programs.

Few, if any companies offer these types of unique out-reach training programs. They simply do not have the experience, staff or capabilities to do so.

## The out-reach training programs offered by MDC Associates have many key benefits

- Improved early end user adoption
- Reduced requirements for costly after-market support
- Increased customer confidence and satisfaction by reducing frustrations that often come with product implementation

## Here is how these important out-reach training programs work

Manufacturers of medical products hire MDC Associates to reach out to new customers to train them on the products, and initiate training required for end user implementation. MDC develops out-reach training programs that are specifically designed to meet the needs of the company, product and end user.

## Training and implementation

- The manufacturer notifies MDC of a new customer, detailing the product ordered by the customer.
- MDC reaches out to the customer, thanks them for the purchase, and outlines the program for training and product implementation.
- A date for training is scheduled with the customer.

- MDC does the training at the scheduled time. Training may be done via a teleconference, WebEx session, or video conference.
- Upon completion of the training, MDC reviews all details for use of the product.
- If requested, MDC will prepare and initiate a quiz to the end users to assure product proficiency.
- After 7-10 days, MDC reaches out to the customer to be sure everything is going well and product implementation has been successful.

## Post-training support, and continued success

MDC Associates continues to make follow-up calls to the customer to verify that the out-reach training was effective and end users are utilizing the product correctly.

This is vitally important because with most medical devices, sales of disposables and ongoing orders are crucial to a product's success. So it is easy to see why training and implementation with a highly specialized call center service provider like MDC Associates is key to achieving favorable marketing results.

## MDC Associates, over a quarter century of service

### Call Center Services

- Technical Support
- Toll-Free Customer Service/Support Programs
- Training Programs
- Fulfillment Services: Reimbursements and Replacements
- Call Documentation
- Complaint Handling in Compliance with FDA/ISO Guidelines
- Required CLIA and Correlation Studies Services

## Call Center Benefits

- In-house Medical and Technical Professionals
- CLIA Certified Training Programs
- Friendly, Courteous Staff
- Extended Hours of Operation
- 24/7 Service Available
- Transparent to Caller
- Highest Quality Service
- Specialized Services
- Foreign language service is available, including Spanish, French and others

**In addition to its highly effective Call Center services, MDC Associates also offers companies other specialized services**

## Regulatory Guidance

MDC Associates' three-tier FDA/ISO Regulatory Consulting services offer clients expert guidance and support throughout the review process, assuring that all regulatory needs are being met.

## Market Research

MDC Associates' highly targeted and reasonably priced approach to Market Research enables clients to make sense of and capitalize on the many forces at work in their ever-changing and complex markets.



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