



## **Establishing Corporate Identity and a New Name**

“CoActive has been a critical partner for Lumenis throughout many phases of our evolution. They have helped us to promote leading products in the medical marketplace, re-establish the post-merger Lumenis brand in the media, drive our bylined article writing program, oversee all aspects of our press relations and work with our spokespeople to deliver powerful presentations and speeches. CoActive’s knowledge of healthcare and the media environment has made them a prime resource to our marketing team.”

Robert Grant, Former Executive Vice President of Lumenis

**History:** Lumenis —Latin for “light of life”— was formed in 2001 through the acquisition of two market leading medical laser companies - ESC Medical Systems and Coherent Medical Group. From this solid ESC-Coherent foundation, Lumenis consolidated the world’s widest range of medical and aesthetic lasers and the largest commitment to research and development, once valued at \$25 million annually.

**Challenge:** Under its new name, Lumenis struggled to gain market identity and maintain customer loyalty. How would this new company leverage its legacy of three decades of combined experience?

**Solution:** CoActive developed a comprehensive message platform for all Lumenis communications and engaged a trade media and analyst relations campaign resulting in widespread news coverage. In addition, CoActive launched five new lasers in the ophthalmic marketplace – the largest ever product launch in the history of Lumenis or its two pre-merger companies combined.

**Results:** Lumenis received coverage in every major ophthalmic and laser trade magazine following the launch of its new products. In addition, CoActive secured speaking engagements for the Executive Vice President at the American Academy of Ophthalmology annual meeting and at the Boston University Photonics Center. He was also selected to be an expert panelist for a nationally syndicated Discovery Health TV program.