

**Managing
a Crisis**

*Acting quickly
in the medical
device industry*

Background

A multi-billion dollar medical device company learned that a number of its products were potentially affected by an interaction with a very common medical procedure. Recognizing the importance of alerting medical professionals, patients and equipment manufacturers to the risk, the company hired PLS to ensure the alert was done quickly, thoroughly, and in accordance with all regulatory procedures.

Solution

Working within an extremely aggressive timeframe, PLS gathered the appropriate internal legal, technical and regulatory personnel; created a worldwide action plan; obtained buy-in from a functionally and geographically diverse group of constituents; created a project task force; and implemented the plan.

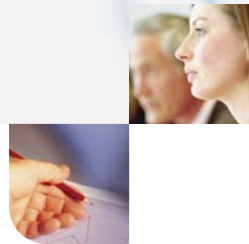
Results

Appropriate alert messages were delivered and traced to more than 100,000 individuals and institutions even faster than scheduled. As a result of its timely and comprehensive action, the company won industry-wide praise and goodwill.

Take action. Call us today.

See how we can help you make and keep commitments. Our partners are located in the Minneapolis/St. Paul area, and have experience managing projects in both North America and Europe.

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Logic Intuition

Project Leadership Services

We help you make and keep commitments.