

Fine Healthcare in partnership with Smith and Nephew

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Johannesburg, South Africa - 6 March, 2009 - For over 150 years, Smith & Nephew has developed advanced medical devices for healthcare professionals around the world.

They currently operate in 32 countries and generate annual sales of \$3.4 billion. And so the advertising world sat up when this steady hand decided to explore other options after a 20 year relationship with what is today Ogilvy and Mather, Durban. The IAS (Independent Agency Selection) was called in to umpire and 20 agencies entered the scene. Only two remained standing. In the end, it was the specialist credentials, the vast array of clinical qualifications, and an enviable ability to speak a healthcare professional's language that ensured Fine Healthcare Strategic Marketing Services was the successful agency.

"Certain agencies seemed like they were right to represent Smith & Nephew, but upon closer examination and discussion, either they realised they were not suitable or we realised they were not suitable," explains Johanna McDowell, Managing Director of IAS.

Fine Healthcare was chosen as the best choice for Smith & Nephew because they offer a specialist service. It was their level of strategic thinking, their knowledge of the industry and their depth of expertise that won the board over," says Debbie Woodman, Marketing Manager, Smith & Nephew. Fine Healthcare was first awarded the advertising account, and the PR and events components of Smith & Nephew's business soon followed.

"We're over the moon," adds Fine Healthcare Managing Director Mignon Botes. "Smith & Nephew is the most professional healthcare company I've had the privilege of working with. I'd like to think that we have all the most important qualities in common: Passion for our business, professionalism and ethical standards. And we're starting to see results in the sales charts as well."

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