

Field of application	Medical Laboratory marketing
Abstract	In order to expand the laboratory's reach, we elaborated a plan to implement a targeted marketing approach to reach underserved stakeholders in the health sector. Our primary target was dermatologists who often decry the absence of laboratories offering mycology testing. We went towards dermatologists and presented them our services while explaining we could offer a memorandum of understanding that allowed them to get a commission for any patients sent to our laboratory rather than another. We hope to have at least one dermatology clinic on board by the end of December.
Stakeholders / Roles	<ul style="list-style-type: none"> ● Medical laboratory: Provide quality services, technical support ● Dermatologists: Request for mycological assays and refer clients to the laboratory ● IRGIB-Africa communication laboratory: Prepare marketing documents ● Equipment and reagent suppliers: Be a reliable source for materials needed for mycology tests
Objectives and Benefits	<ul style="list-style-type: none"> ● Increase competition in the mycological diagnostics laboratory services sector, thereby increasing service quality in Cotonou ● Increase profitability of the IRGIB Africa Laboratory ● Increase notoriety of the IRGIB Africa Laboratory as the only laboratory outside of the national laboratory to offer mycological testing ● Preparation and signature of a memorandum of understanding with dermatologists
Implementation plan including milestones	<ul style="list-style-type: none"> ● Needs evaluation: Lab equipment, reagents, personnel, results and quality requirements, graphic design and marketing plan ● Technical stakeholder communication: Equipment and reagent suppliers, laboratory supervisors and personnel ● Graphic design and marketing: Preparation of brochures, talks with dermatologists. ● Laboratory capacity trials: Dermatologists will try out the laboratory's services.
Linkages/ interfaces	This can be integrated with normal laboratory activities, since the equipment necessary to do mycological testing is already available at the university's laboratory. The personnel necessary to do the testing is also already present. In addition, engineers with the necessary skills to defend and promote this UBL project were also available to make things work.