

Global Brokerage Group Of Hong Kong: A Crisis Unfolds (B)

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What would you have done?

Outcome

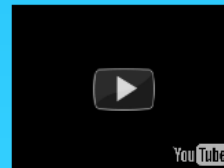
Today, B & L is still recovering from lawsuits and loss of stocks

The company has since hired outside PR companies such as Edleman to handle their public relations

Because of such efforts, B & L was able get back to being one of the top eye care companies in the US

Launched ad campaign that included commercial of CEO apologizing

Lawyers jumped on the opportunity and the company lost millions in lawsuits



Crisis

In March 2006, Dr. Chu informed Bausch & Lomb that 3 of his patients had been infected with a microbe-all 3 patients had used their product ReNu lens cleaners



Bausch & Lomb confirmed the infections but did not take any action
Did not stop sales
Did not report problem to health authorities

Bausch & Lomb

Eye Care Company Sees Recall

The same problems were occurring with customers in Singapore and Hong Kong

Finally, Dr. Chu, not Bausch & Lomb reported the infections to the health authorities

History

Eye Health Care Brand

Vision and Optical Products

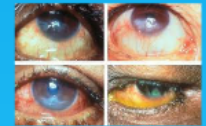


Ray-Ban

First soft contact lense in 1971

The Germ

Infectious Keratitis is an eye condition that can threaten sight
-Scarring of the cornea
-Decreased vision
-Some cases, cornea transplant



All of Bausch & Lomb's eye products were linked to Moisture Loc eye care products

The Response

B & L stopped carrying its products in Hong Kong and Singapore months before alerting the USA

Not until May 15, did B & L officially recall the ReNu product, did offer a product refund

Criticism

B & L took too long to recall product and inform public

Most cases were reported from ReNu MoistureLoc... so B & L increased production of ReNu Multiplus

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Optical

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