

EMS1 Custom Online Marketing Program Launches the LIFEPAK® 15 for Physio-Control, Inc.

Background

Physio-Control is the world leader in developing, manufacturing, selling and servicing emergency care monitoring and resuscitation products. Physio-Control pioneered defibrillation technology over 54 years ago and continues to develop advanced emergency medical devices and technologies for in-hospital, out-of-hospital and public access use.

Challenge

Physio-Control approached EMS1 to develop an online strategy for building awareness and anticipation within the EMS and Fire Rescue market for the launch of the LIFEPAK® 15 monitor/defibrillator at EMS Expo. The promotional initiatives featured the tagline "Check out the Future" as a pre-launch teaser. After the conference, Physio-Control needed an online presence to continue the momentum of "Check out the Future" and generate buzz for the LIFEPAK® 15 monitor/defibrillator, as well as to collect leads from industry decision makers.

Physio-Control's objectives included the following:

- Generate buzz surrounding a significant new technology launch within EMS and Fire Rescue
- Leverage viral marketing strategies to deliver a high volume of information requests and sales leads both before and after the product launch
- Produce return on investment and drive business

Solution

EMS1 developed a comprehensive marketing program for Physio-Control to satisfy both short- and long-term objectives.

Short Term: EMS1 launched a teaser splash page at www.checkoutthefuture.com to drive requests for more information and provide exclusive coverage of the technology launch. EMS1 drove traffic to the splash page using several methods:

- EMS1 and FireRescue1 AEDs and CPR Product Category Sponsorship promotion
- Multiple pre-launch eBlast Announcements and eNewsletter ads sent to over 35,000 EMS1 members
- eBlast Announcement to over 1,000 EMS professionals who had pre-registered to receive "first look" updates about the LIFEPAK® 15 monitor

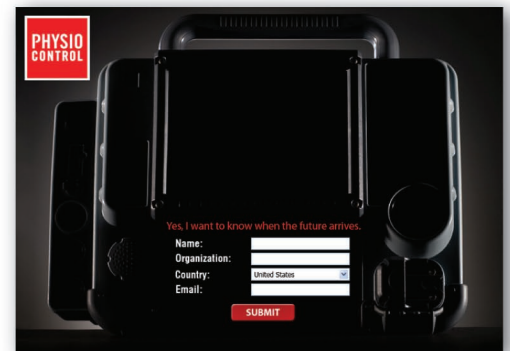
Long Term: Along with continual promotion through EMS1 and FireRescue1, www.checkoutthefuture.com was transitioned into a full microsite immediately following the launch of the LIFEPAK® 15 monitor in March 2009. EMS1 added content and functionality to the site to provide an interactive experience for users interested in the LIFEPAK® 15 monitor/defibrillator. Today, the site includes:

- Detailed new technology product information/specifications
- Clinical and operational data
- Lead generation capabilities

Results

The combination of a unique teaser splash page with powerful promotional tools across EMS1 and FireRescue1 successfully generated interest among a significant segment of the EMS community before the product was even released. The LIFEPAK® 15 monitor's March 2009 launch was a huge success, with over 1,000 online subscribers awaiting its debut.

Since transitioning www.checkoutthefuture.com into a larger microsite, it continues to drive traffic and high quality sales leads. With ongoing promotion and featured announcements across EMS1 and FireRescue1, www.checkoutthefuture.com provides an access point reinforcing Physio-Control as the market leader in advancing monitoring/defibrillation technology.



www.checkoutthefuture.com

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EMS1.com is a true online media company, combining an expertise in editorial, marketing, branding and design with a unique understanding of online technology and best practices. EMS1 has continually delivered beyond our expectations on a variety of projects, many of which required working under tight deadlines. The EMS1 team's attention to detail and creativity really set them apart.

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