

Product Launch

HomMed, LLC

Challenge: To enhance the industry knowledge of a new medical diagnostic company, while launching its first product in the new field of telemedicine.

Target: Physicians and leaders in the health care industry, particularly those in disciplines related to congestive heart failure, trade publications, local media, congestive heart failure patients and their families, and suppliers, vendors and investors of the medical supply industry.

Solution: Bottom Line first created a cohesive corporate identity for HomMed and produced the supporting advertising and collateral materials, including direct mail pieces and online information. Our team also directed an aggressive media relations campaign targeting consumer, business and healthcare trade media outlets.

Working in partnership with HomMed management, we targeted consumer media through the production and distribution of two video news releases (VNRs) to launch the product and highlighting HomMed's hospital partnerships. The campaign coincided with the product's debut at the annual meeting of the Heart Failure Society of America. The VNRs and media relations efforts emphasized consumer health issues by using patients and physicians to tell their stories, thus leveraging third party credibility and knowledge to generate interest and awareness.

Outcome: The product launch was a success, exceeding goals for increased sales, phone traffic and Web site hits by nearly 19 percent. The media relations strategies resulted in more than 2,000 news stories. The bottom line—for every \$1 dollar invested in public relations, the campaign generated \$4 in value for HomMed.