

Product Launch

ThedaCare Center for Healthcare Value: Potent Medicine

Challenge: To launch ThedaCare Center for Healthcare Value's latest book, *Potent Medicine*, and to create buzz to drive sales.

Target: Healthcare media, book review media, healthcare leaders, business leaders, legislators, internal center contacts

Solution: Bottom Line worked closely with ThedaCare over a six month period.

Bottom Line engaged a variety of marketing tactics to achieve ThedaCare goals, including:

- **Executive summary** – An 8-page summary of the book's highlights in an easy-to-read design.
- **Key messaging document** – WHY should readers pay attention to this book.
- **Lessons learned document** – WHAT will readers take away from this book.
- **PowerPoint slides** featuring the book – We added these slides to the end of the client's presentations, so that audiences were aware of the book's upcoming release.
- **Swag** – A simple two-sided flyer used as a handout at the events and presentations during the months leading up to the launch.
- **Cover letters** – We did one for each specific audience we wanted to reach: media, industry leaders, legislators, and business experts. It was geared toward their specific reasons for being interested in the book.
- **Cover blurbs** – We got blurbs from several prominent industry leaders.
- **Media lists** – We developed extensive lists of book reviewers and reporters at large daily newspapers, trade magazines and blogs.
- **Online interest form** – We posted info about the book on the client's website about two months before it released. Visitors could put their name down on an "advance list" if they were interested in receiving the book once it came out.
- **News release** – We wrote and distributed an official announcement release about the book – this went out to the media a few weeks in advance. We also were in touch with media contacts and bloggers ahead of this, to make sure they were primed to talk about the book.

- **Tweets** – We suggested several tweets and hashtags for our client to use on release day and in the weeks following to maintain a good buzz for the book.
- **Author interviews** – Our client did a handful of short video segments – no more than 2 minutes each – talking about his book, why he'd decided to write it, and what he hoped readers go out of it.
- **Amazon author page** – We developed an Amazon author page for our client before the release of his first book. For this launch, we made sure it was up-to-date. The page is automatically linked to his blog and website.

After the launch, we reviewed the production process with the Center so it could establish standard work for future publications.

Outcome: Potent Medicine received reviews in several key publications such as: IHI Newsletter, AME.org, Becker's Hospital Review, and Brazilian HC Publication.