

PRSA Pinnacle Award Entry

LifeNet Health Executive Summary **Aortoiliac Launch Program, April 2018**

OVERVIEW: The challenge was to assist our product marketing team in launching a new allograft to vascular surgeons in Q2, 2018. Replacing the aortoiliac artery is not a common procedure, and is usually performed in response to a critical infection of the abdominal aorta in a patient. With only one competitor in the space, we needed to illustrate why surgeons can and should depend on LifeNet Health's AngioGraft[®] Aortoiliac (AI) artery graft.

RESEARCH: Primary research included conducting interviews with internal stakeholder including product marketing, scientific and clinical affairs experts and research and development leaders to establish a fundamental understanding of the anatomy, science, application and implication of the AngioGraft AI. A critical and impactful part of the primary research also included time in our clinical education lab with both surgical experts and our creative team to better understand both the physical characteristics of the grafts and the benefits of our product in the application and in the marketplace. Planning this hands-on lab created an ownership and a reverence for the donors and the surgical application that could not have been realized otherwise.

Secondary research included an extensive search and review of aortoiliac artery content available on YouTube, in scientific journals and on competitor's digital spaces. Scoping the current landscape to find opportunities and create measurements was invaluable as we developed our own goals, strategies and tactics.

PLANNING: In defining the goals for the project, we first discussed the audience we needed to target. By carefully defining the audience for this very specialized vascular graft, we are able to create a persona of the surgical audience with decision-making power in the graft acquisition. "Lance" us a 52 year-old surgeon who works in a single specialty practice. Lance works an average of 60 hours a week and spends one-third of that time in an operating room.

Next, we defined the messaging for what makes the AngioGraft AI stand apart from other competitors in the marketplace.

The AngioGraft AI was designed to make surgery more efficient. By offering the graft in three convenient configurations and including pressurized diameter sizing, it represented a *Measurable Advantage* over traditional aortic repair solutions by helping simplify surgery — saving crucial time during these critical, often life-saving procedures.

GOAL: The overarching goal of the project was to provide marketing communication support for the launch of the new product that our distribution network would use to make our AI graft the leading product in the marketplace. We had to educate the clinicians about why our graft was different, and invigorate our distribution partners.

OBJECTIVE: Our objective was to support the sales launch by increasing awareness and enthusiasm of the benefits of the AngioGraft AI.

Because of the niche audience for this messaging, and because of the life-saving nature of the graft, we developed a launch program to strategically educate clinicians about why our graft is different, and to invigorate our distribution partners. It was much more comprehensive approach than our more technically focused messaging for our allograft portfolio of solutions.

EXECUTION: *The Measurable Advantage.*

Brochure: The development of a new print brochure that captured key technical and scientific data about the graft in a way that allows LifeNet Health personnel and distributors to quickly summarize the advantages of the graft. Concise and compelling copy and both photography and illustration help tell the story of the specific advantages of the AngioGraft AI.

Tradeshow Materials: Including both booth displays (Banners and 3D models) and promotional items (USB) – to capture mindshare on the floor at crucial exhibitions during the launch timeframe.

Video/Animation: A critical element was a new approach utilized to develop a promotional video for the graft. A more traditional product video, would prove impossible for the Aortoiliac because of the nature of its use; it is implanted in life-threatening surgeries with little notice. Showing it in context demanded a deeper level of creativity. Instead, we sourced a production firm that specialized in animations and developed storyboards to tell the story. The final result was the first LifeNet Health graft-launch video that combined digital renderings to communicate the graft's differentiators and applications and video to help tell the story.

Press Release:

LifeNet Health launches unique, life-saving vascular allograft

AngioGraft Aortoiliac Artery, the first to offer pressurized sizing, offers unparalleled efficiency and precision in aortic reconstruction

Virginia Beach, Va. — March 19, 2018

Digital Media: Social media posts about both the launch and the video that directed traffic to the LifeNet Health website.

RESULTS: Keeping in mind that this is a very niche target audience, our metrics have been outstanding!

LinkedIn: In April 2018, coinciding with our launch, we had the highest engagement in the first half of the year. 2 Posts, >12K Impressions, 90 click through

YouTube: LifeNet Health only has 110 followers, but the video has 165 views.

Website Traffic: ~15 percent increase in traffic over same time previous year.

Tradeshow Leads: 82

Lives Saved: 44

Lives Impacted: Countless