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Lead Generation: EMS

- Overview of Lead Generating Activities
- Specific Example of a Lead Generating Campaign

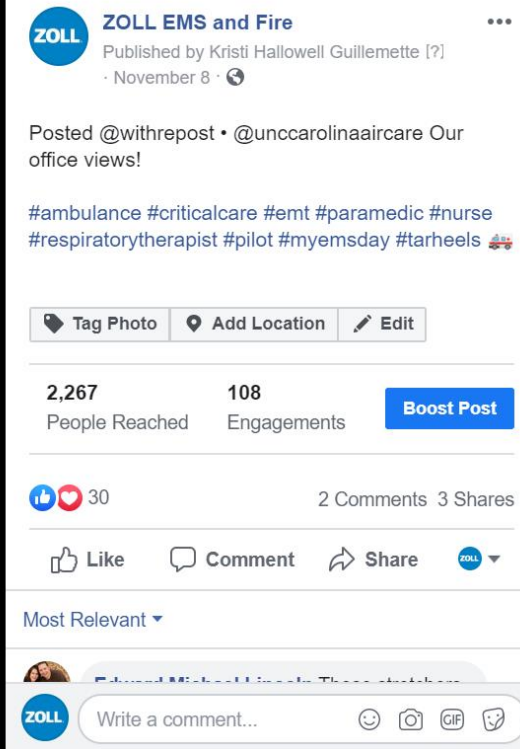
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Minimize pauses and
maximize results



How We Capture Leads

- Emails
 - Product Specific
 - Content Marketing
- Tradeshows
- Outbound Calling
- Events
 - Webinar
 - Clinical Marketing Program
- Social Media
- Web



Content Marketing: Key to New Leads

- We created a program called “The Other 98%” to focus on disease states that could be monitored with the X Series
- Content marketing campaign that did not include any product information.
- Poster based content because EMS loves posters



Stroke: Know the Types and Symptoms

- **Cost:**
- Sent to third party list
- Printing
- Mailing
- **Outcome:**
- Leads: 920
- Opportunities: 71
- Opportunity \$: 394,972.00
- Won Opportunity \$: 38,275.00
- High Quality design and finish
- Tubed

STROKE

KNOW THE TYPES AND SYMPTOMS

Not all strokes are alike. There are different types and causes of stroke, each presenting various symptoms. Knowing what the symptoms are for each type of stroke can help you quickly identify a stroke victim and get the necessary medical attention as soon as possible.

SUBARACHNOID STROKE

A hemorrhage that occurs when a blood vessel just outside the brain ruptures. The area of the skull surrounding the brain rapidly fills with blood.

SYMPTOMS:

- Sudden, intense headache
- Neck pain
- Nausea or vomiting
- Intolerance to light

HEMISPHERIC STROKE

A stroke caused by either a blood clot or by a blood vessel breaking and leaking due to a weak vessel wall. This type of stroke can occur on either the left or right side of the brain or in the brainstem.

SYMPTOMS:

- Slurred speech
- Inability to speak
- Weakness or numbness of face, arm, or leg
- Nausea, vomiting, or vertigo
- Swallowing problems
- Abnormal eye movements

INTRACEREBRAL STROKE

A hemorrhage that occurs when a diseased blood vessel within the brain bursts, allowing blood to leak inside the brain.

SYMPTOMS:

- Nausea and vomiting
- Headache
- One side weakness
- Decreased consciousness

COMMONLY CONFUSED

Symptoms of stroke can mimic the following conditions:

- Alcohol intoxication
- Cerebral infections
- Drug overdose
- Epidural hematoma
- Hypoglycemia
- Metabolic disorders
- Migraines
- Bell's palsy
- Seizure
- Brain tumor

ACT FAST

Know the signs and symptoms of stroke:

- F** Face drooping
- A** Arm weakness
- S** Speech difficulty
- T** Time of onset

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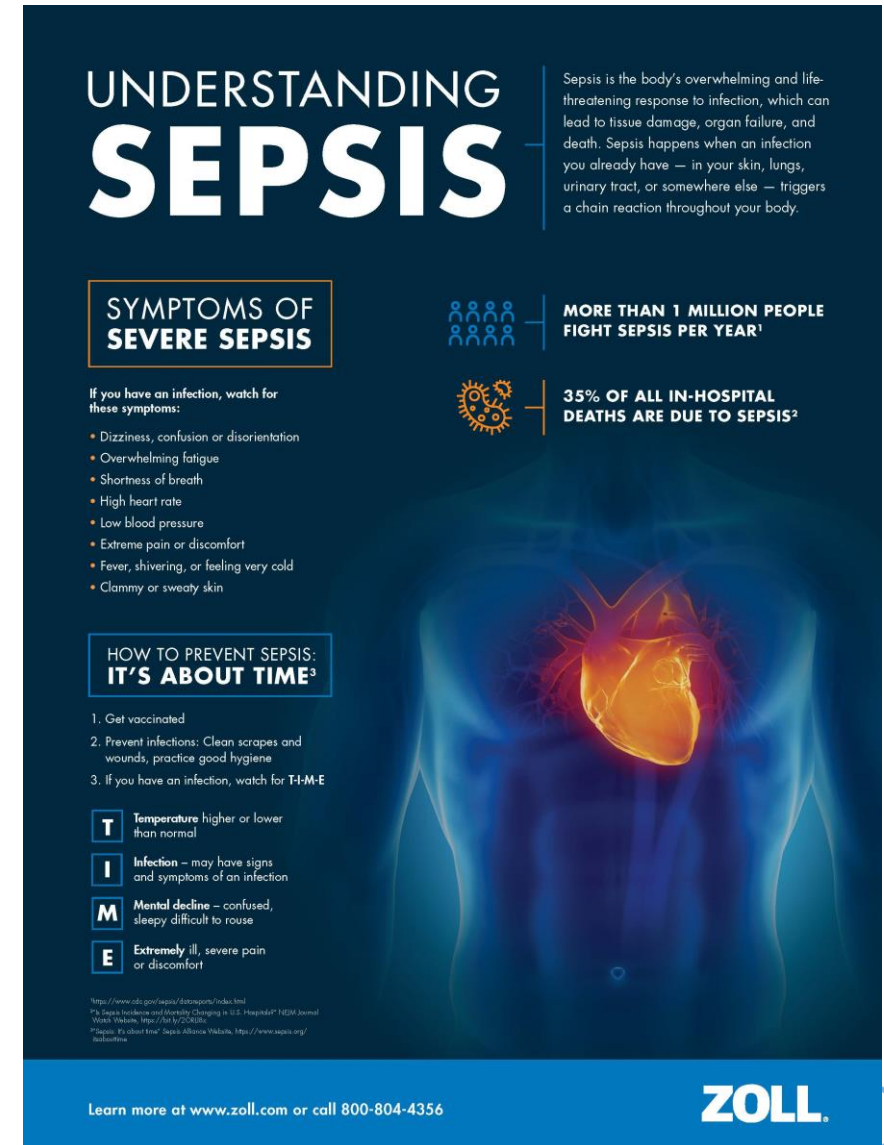
Understanding Sepsis

Cost:

- Sent to third party list
- Printing
- Mailing

Outcome:

- Leads: 1207
- Opportunities: 96
- Opportunity \$: 434,861.98
- Won Opportunity \$: 114,291.98
- High Quality design and finish
- Tubed



UNDERSTANDING SEPSIS

Sepsis is the body's overwhelming and life-threatening response to infection, which can lead to tissue damage, organ failure, and death. Sepsis happens when an infection you already have — in your skin, lungs, urinary tract, or somewhere else — triggers a chain reaction throughout your body.

SYMPTOMS OF SEVERE SEPSIS

If you have an infection, watch for these symptoms:

- Dizziness, confusion or disorientation
- Overwhelming fatigue
- Shortness of breath
- High heart rate
- Low blood pressure
- Extreme pain or discomfort
- Fever, shivering, or feeling very cold
- Clammy or sweaty skin

HOW TO PREVENT SEPSIS: IT'S ABOUT TIME³

1. Get vaccinated
2. Prevent infections: Clean scrapes and wounds, practice good hygiene
3. If you have an infection, watch for T-I-M-E

T Temperature higher or lower than normal

I Infection — may have signs and symptoms of an infection

M Mental decline — confused, sleepy difficult to rouse

E Extremely ill, severe pain or discomfort

MORE THAN 1 MILLION PEOPLE FIGHT SEPSIS PER YEAR¹

35% OF ALL IN-HOSPITAL DEATHS ARE DUE TO SEPSIS²

¹<https://www.cdc.gov/sepsis/statistics/index.html>
²“Sepsis Incidence and Mortality Changing in U.S. Hospitals” *HQIM Journal* Winter 2016. <http://bit.ly/2Z5U8Ua>
³Sepsis: It's about time! Sepsis Alliance Website. <http://www.sepsis.org/>

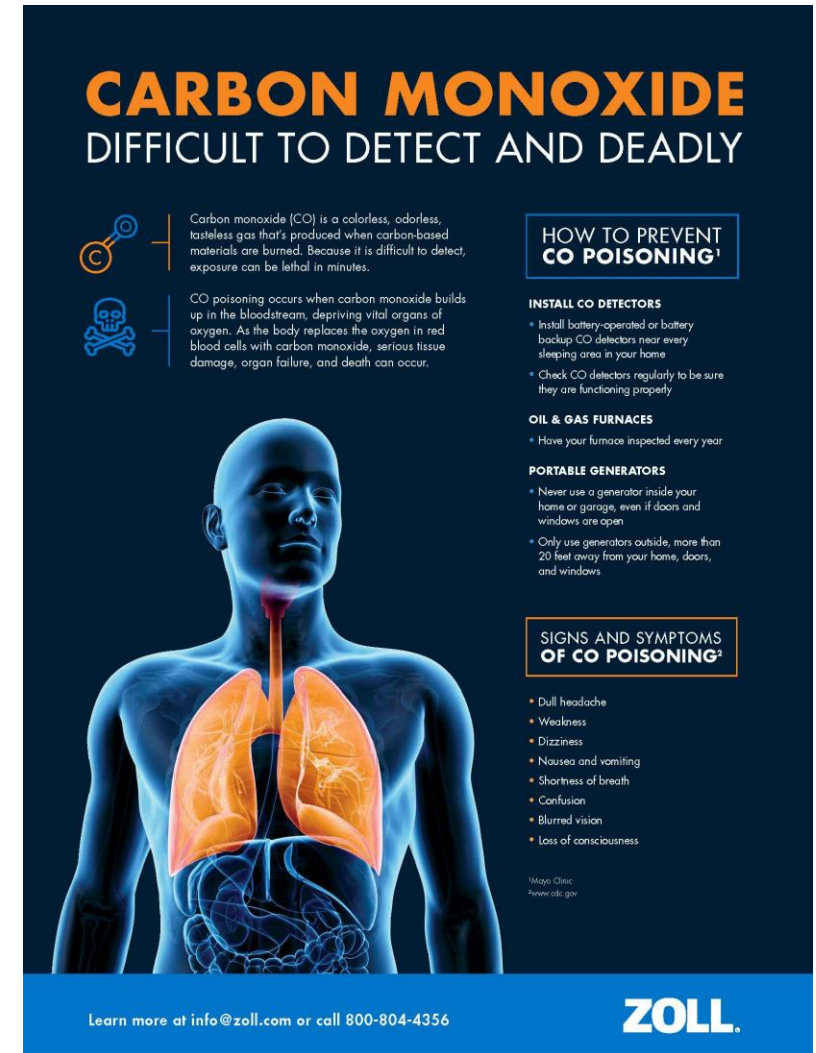
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Carbon Monoxide: Difficult to Detect and Deadly


- **Cost:**
- Sent to third party list
- Printing
- Mailing
- **Outcome:**
- Leads: 809
- Opportunities: 26
- Opportunity \$: 90,200.00
- Won Opportunity None to Date
- High Quality design and finish
- Tubed



CARBON MONOXIDE
DIFFICULT TO DETECT AND DEADLY

 Carbon monoxide (CO) is a colorless, odorless, tasteless gas that's produced when carbon-based materials are burned. Because it is difficult to detect, exposure can be lethal in minutes.

 CO poisoning occurs when carbon monoxide builds up in the bloodstream, depriving vital organs of oxygen. As the body replaces the oxygen in red blood cells with carbon monoxide, serious tissue damage, organ failure, and death can occur.



HOW TO PREVENT CO POISONING¹

INSTALL CO DETECTORS

- * Install battery-operated or battery backup CO detectors near every sleeping area in your home
- * Check CO detectors regularly to be sure they are functioning properly

OIL & GAS FURNACES

- * Have your furnace inspected every year

PORTABLE GENERATORS

- * Never use a generator inside your home or garage, even if doors and windows are open
- * Only use generators outside, more than 20 feet away from your home, doors, and windows

SIGNS AND SYMPTOMS OF CO POISONING²

- * Dull headache
- * Weakness
- * Dizziness
- * Nausea and vomiting
- * Shortness of breath
- * Confusion
- * Blurred vision
- * Loss of consciousness

¹ Mayo Clinic
² www.cdc.gov

Learn more at info@zoll.com or call 800-804-4356

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Keys to Success

- High Quality Content
 - Information that is valuable to your customer
 - High level of design – visually appealing
- Premium product
 - Finish
 - Delivery
- Sales Development: Right information
- Starting the Conversation without focusing on the product



How to Utilize

- All posters are translatable
- Cost effective project to generate leads
- Mailer or giveaway at a tradeshow



Questions?

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