

ZOLL.

# Digital Marketing Update

Alexis N. Crawford
Digital Marketing Manager

# Agenda

- Meet the team!
- EU Medical Device Regulation (MDR)
- Web Optimization
- ZOLL Resource Center
- PMA
- Questions?



# **Meet the Digital Team!**



Alexis Crawford, Digital Marketing Manager



Rob Hinch, Front End Web Development



Matt Goetz, Web Developer



Diane Egan, PR Manager



Kristine LeBlanc, Digital Marketing Specialist



Brian Rosinski, Digital Marketing Specialist





### Welcome to the Integrated Marketing Services Portal

We have put together this Marketing Services Portal to help you navigate and access all the tools you will need in your first few weeks and beyond. We want to help you understand who's who in the integrated marketing services team, as well as what resources are available.

On the ZOLL® Integrated Marketing Services Portal, you will find:



In-House Services



Official Templates











# Integrated Marketing Services Webinar Series

### Past Webinars

October 23, 2019 — INBOUND 2019:

What is all the talk about?

- Recording
- Presentation

September 25, 2019 — The Purpose and Relevance of Public Relations

- Recording
- Presentation

July 26, 2019 — The Purpose and Importance of Social Monitoring

- Recording
- Presentation

June 19, 2019 — Analytics: What They Mean and How To Turn Them into Actionable Changes

- Recording
- Presentation

### **Upcoming Webinars**

- January 23
  - Creative Services
- February 20
  - How to Submit a Job via InMotion
- March 26
  - How to Review via InMotion
- May
  - Copy Writing & Editing



# Medical Device Regulation (MDR)

# **EU Medical Device Regulation (MDR)**

- Phase 1 Content Match & Update
  - Complete
- Phase 2 Missing Pages
  - 24 page creation in progress
    - In country review
    - Publish



# New Product Page Process – Product Pages Only





# Web Optimization

# **Public Safety**

### Objective

 The primary objective of this project is to deliver a user experience with a globally consistent product presence while implementing functionality, UI/UX and features

### Business Goals

- Create a global experience
- Speak directly to our target audience
- Act as a resource center
- Optimize a seamless journey
- Capture quality leads
- Update templates to showcase a premium product



# The Process





ZOLL

Q 6) ZOLL Webstore | Careers | Product Manuals

LiveVest Wearable Defibrillator | EMS & Fire Software

**PRODUCTS** MARKETS **SERVICE & SUPPORT ABOUT US** 

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### LAW ENFORCEMENT



**EDUCATION** 



WORKPLACE

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### AEDs in the Community

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### **EDUCATION**



### LAW ENFORCEMENT



PUBLIC ADMINISTRATION

COMMUNITY

Safety in the Community

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**EDUCATION** 

WORKPLACE



SAFETY



RISK & LEGA



CPR



READINESS



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LiveVest Wearable Defibrillator | EMS & Fire Software

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### Public Access Defibrillation

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### **AED Plus**

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### AED 3

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### AED Plus Defibrillator

Recommended by medical professionals, the ZOLL AED Plus is the only Automated External Defibrillator (AED) with Real CPR Help® that guides rescuers in performing high-quality CPR. The AED Plus reads the victim's heart and delivers a shock only if needed. Research shows that our technology is so effective; it hasn't changed in over 20 years.

### Smart Technology

Real CPR Help guides you through CPR acting as a coach as it offers audio and text prompts of your quality of CPR, in real time. The AED shows a gauge on the display screen and tells you to "Push Harder" or "Good Compressions". This unique feature gives guidance in providing high-quality CPR. When sudden cardiac arrest occurs, lives are not saved by AEDs alone. People save liver, using AEDs.

### Ready for the Rescue

Once installed. The AED Plus has the lowest total cost of ownership. Over the life span of the AED, you will need to replace the one-piece CPR-D-Padz® and batteries once if not used. The AED is powered by 10 lithium 123A batteries and can be purchased over the counter. It is durable enough to uphold many environmental conditions, and has an automatic self-easting capability to be sure you're always ready for the rescue.

### Trusted Partne

For more than 25 years, 2OLL has been a pioneer in designing products that push the boundaries in definilation and resuscitation technology to empower first responders and unexpected heroes to help save lives.



The AED Plus sets the benchmark for design, dependability, durability, and performance.

### Product Information

Real CPR Help
Product Demo
Pads & Batteries
Program Management

Program Management Resources





WATCH VIDEO



# **Snapping Navigation!**

- Off-the-shelf lithium batteries (Duracell 123a) with a 5-year battery life
- Intelligent pediatric capability: Pedi-padz<sup>®</sup> pediatric electrodes can be purchased separately for children up to 8 years old or weighing less than 55 pounds
- Automatic self-testing helps ensure a state of readiness
- Soft carry case for easy travel
- 5-year warranty (7-year warranty with online registration)

"I was fumbling as I turned on the AED and applied the pads. Once I got the pads on, the AED took over. I was petrified. It was a comfort that the AED Plus walked me through the rescue ... until the emergency response team was able to take over."

Carl Summers
Blain's Farm & Fleet, Ottawa, Illinois





**WATCH VIDEO** 

# What's been done...

September 2019 Content Production

Content Review

Front-End Web Development

Back-End Web Development

Mini-Content Population

Full Content Population

Internal Review November 2019

MCN



# **Web Optimization**

- HOS In MCN Tier 1
- EMS In MCN Tier 2
- PS In MCN Tier 2
- MIL Ready to Launch

# What's coming next!

November 2019

MCN Approval Updates to Pages December 2019

US Launch\* Translations January 2020

Content Population

February

Internal Review March

Updates

April

Launch Globally!



# **ZOLL Resource Center**

# We heard you...

"The app is always slow to open when a lot of new documents were added."

"If the PowerPoints were .pptx instead of PDFs so we could use the slides and keep the formatting."

"Difficult to find navigate especially searching particular info in user manual, have to scroll page by page! Hectic!"

"A desk top site would be most useful where marketing brochures, materials, images and sales tools in multiple languages are available in one

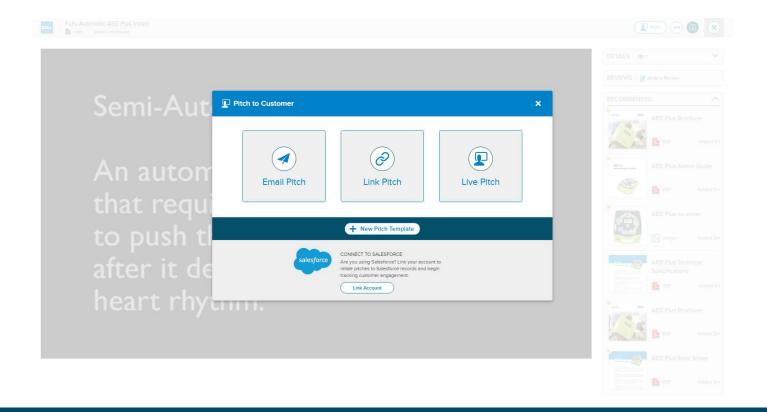


# Viewing



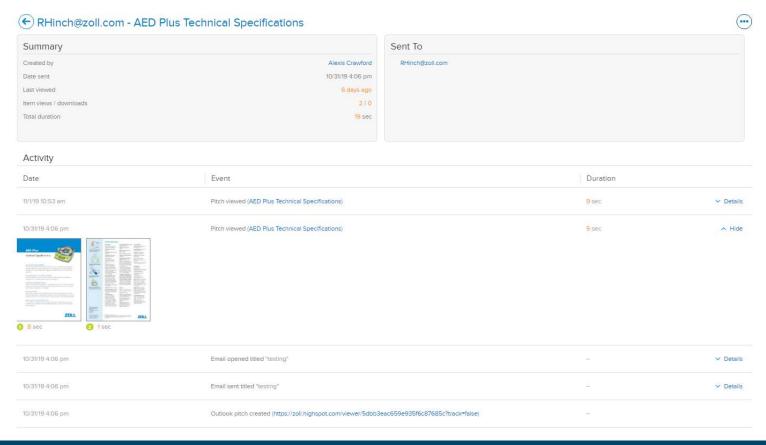


# Sharing





# Reporting





# **Timeline**

November HOS US **December** EMS US

**January**US PS & MIL

**February**Marketing
Hub

**April 2019**International

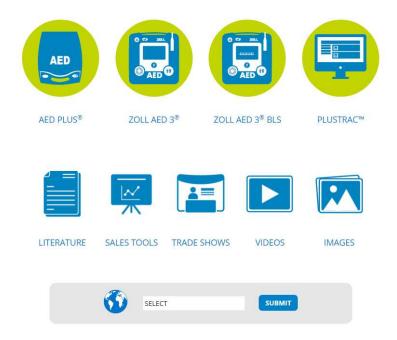


# For Distributors

ZOLL WEBSTE | MOM |

### WELCOME TO THE ZOLL® AED BUSINESS PARTNER RESOURCE PORTAL

Please select a product, type, and language to submit a search request.







All US AEDs and professional defibrillators must be FDA-approved under the premarket approval (PMA) regulation.

# **ZOLL Homepage**





## All US AEDs and professional defibrillators must be FDAapproved under the premarket approval (PMA) regulation.

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LifeVest Wearable Defibrillator | EMS & Fire Software

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### Important information for all U.S. AED and professional defibrillator users

All AEDs and professional defibrillators must be FDA-approved under the premarket approval (PMA)

In September 2019, the U.S. Food and Drug Administration (FDA) notified all AED and professional defibrillator owners, users, and prescribers that effective February 3, 2021, accessories for non-FDA approved AEDs and professional defibrillators will no longer be supported by the manufacturer.

This regulation will impact ZOLL® M Series® and E Series® monitor/defibrillator customers: In accordance with the FDA requirement, accessories (including, but not limited to, batteries, cables, hardware, and therapy electrodes) and service will no longer be available for these devices effective February 3, 2021.

### Additional resources

FDA | Automated External Defibrillator (AEDs) Website FDA Letter to AED and Professional Defibrillator Users Important Notification: FDA Final Order, M Series and E Series Defibrillators

FAQs









M Series®



# **Timeline**

Phase 1 Awareness Phase 2 Urgency Phase 3
Reminder



# Digital Marketing Update Q & A

Marketing Integration Services Team