

ENGAGING HCPs WITH BRAND ASSETS

Nitrous Oxide and Oxygen Systems

THE CHALLENGE

Medical device client required distribution of a **44-slide informational KOL speaker deck** for its nitrous system to Emergency Medicine HCPs.

The deck highlighted the benefits of using nitrous oxide and oxygen systems in emergency departments.

THE SOLUTION

M3 implemented the client's approved speaker deck, using the M3 Media Player platform hosted on **MDLinx.com**.

Emergency Medicine HCPs were driven to the digitized speaker deck via text ads running on MDLinx.com and in MDLinx newsletters, as well as email alerts.

The goal of the program was to drive 500 unique engagements in the program.

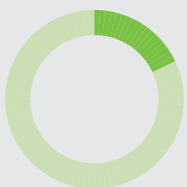
THE RESULTS



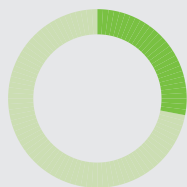
Over 500 unique participants in emergency medicine in 6 weeks



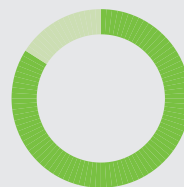
Of 44 slides total, an **average of 25 slides were completed**



18%
of participants requested additional **information**



28%
of participants completed the **slideshow in full**



84%
were **more than satisfied** with the program

In a follow up satisfaction survey, answered by 120 participants.

