



## MEDISEC - PR & MEDIA RELATIONS



“Cameron Wells quickly understood the brief we gave them and now have comprehensive knowledge of health sector issues and associated media. They have worked extremely hard to really understand our business and this is reflected in the results being achieved. The relationship is friendly and professional and we value the contribution they are making to the company. We consider Cameron Wells as strategic partners in the business development process.”

Kevin Buckley, Business Development Director, Medisec Software

## MEDISEC - BRIDGING THE COMMUNICATIONS GAP

Medisec Software creates electronic clinical correspondence solutions which help hospitals and GPs to communicate more effectively with one another.

### Objectives

Raise awareness and promote understanding of the benefits of Medisec Software products across a wide range of different target audiences: GPs, practice managers, healthcare trusts, hospital management, consultants and medical secretaries on a very tight budget.

### Strategy

All news stories have been carefully tailored to suit the requirements of different media targets with six different versions of each story being drafted, leading not on the Medisec technology but on the most newsworthy benefits for the relevant audience.

The most influential title read by each target audience was targeted with longer editorial to gain more in-depth coverage in key titles.

Case studies showing the software in action on a day-to-day basis were drafted and sold in. Issues commentary and hard hitting calls to action on the government highlighting the failings of the current approach to the use of IT in the

NHS were also used to raise the profile of the company as thought leaders in their field.

This was executed through opinion pieces, letters to editors and the targeting of relevant scheduled features.

All copy has been 100% benefits-led, with further details on the technology features only included for the IT media.

An important part of the campaign has been securing 27 powerful testimonials from across the full spectrum of system users - from hospital administrator to clinical director.

### Results

- Sustained, positive coverage has appeared in all the core sector titles including Health Service Journal, e-health Insider, GP Magazine, Pulse, The British Journal of Healthcare Computing and Information Management, Computer Weekly, British Journal of Medical Secretaries and Practice Management Magazine
- Over £120k of positive print and online media coverage was generated
- CIPR (Chartered Institute of Public Relations) North West PRide Awards - Best Trade or Technical Campaign - Silver