



CASE STUDY

A CART ABOVE THE REST

INDUSTRY

Healthcare technology

CHALLENGE

Uncover the unique selling proposition for Emerson-Flo Healthcare's mobile workstations, and translate it into compelling messaging

SOLUTION

Position the workstations around the idea of "making care better," with new messaging – based on extensive customer research – showing how the technology's accessibility gave practitioners more time to spend with their patients

EXPERTISE

Messaging | Product marketing



Flo Healthcare, a subsidiary of Emerson Corporation, began as specialty wireless solutions company. As it evolved, the company focused on its mobile clinical workstation, designed to make operations simpler for busy hospital staff. Emerson-Flo Healthcare knew it had a winning product on its hands.

The problem: it was entering a crowded marketplace, with a rebrand but without a compelling message to convince healthcare providers its technology was a better option than the competition. Based on Arketi's history of successful messaging campaigns, Flo-Emerson Healthcare turned to our agency for the answer.

MEASURING WHAT MATTERS



2X

revenue over the course of a year



INCREASED

qualified leads dramatically



MARKETING

contributed to acquisition by Emerson

LAYING THE GROUNDWORK

Arketi's messaging engagements begin with a deep dive into two areas of research: (1) competitive, to understand how competitors position their product and where gaps exist in their marketing, and (2) customer, to understand how Flo-Emerson Healthcare's clients benefit from their product, and why they selected Flo-Emerson Healthcare's carts over the competition.

Through the customer research, it quickly became clear the benefit customers were most excited about was "making care better" – because of the simplicity and accessibility of the mobile workstations, practitioners (clinicians) were able to spend more quality time with patients.

HOW WE GOT IT DONE

Based on the research, Arketi developed a new marketing tagline: **Improving connections. Improving care.**

The idea is simple – a wireless mobile workstation improves connections, both between clinicians and patients, and between computers and medical records. And that in turn improves care through increased time with patients, improved quality of care, fewer errors, and a more responsive staff.

With the new tagline in-hand, we set about fleshing out the rest of the messaging; redesigning Emerson-Flo Healthcare's logo and brand identity; and developing a completely new website, collateral, aggressive print advertising, trade show support, and sales support materials, including a powerful infographic which explains the role the company's products play throughout the hospital.

THE BOTTOM LINE

The new tagline and positioning quickly set Emerson-Flo Healthcare apart from its competitors, offer a compelling message that stuck in prospect's heads.

Internally, the new message and campaigns created an opportunity for the organization to rally around a message, a look and an identity. More importantly, Emerson-Flo Healthcare's new messaging platform and branding focused on improving patient care resulted in

significant increases in qualified leads, industry recognition, and revenue growth. The company exceeded its own internal projections, almost doubling revenue in the year after the repositioning.



Arketi Group was the right firm to help us in our highly competitive and rapidly changing market. They know how to get to what really matters – what will drive decision-makers and make a difference for our business.

TOM DENMARK
President and CEO
Flo Healthcare

Besides its business value, the positioning won industry recognition, including two Technology Marketing Excellence Awards from the Technology Association of Georgia, a Phoenix Award from the Public Relations Society of America, and the Communicator Award for Print Media.