



Aerogen[®]

Pioneering Aerosol Drug Delivery



Aerogen®

Pioneering Aerosol Drug Delivery

Aerogen Digital Marketing Story so far....

Tara Spain
Director of Global Marketing
14th September 2017

Aerogen®

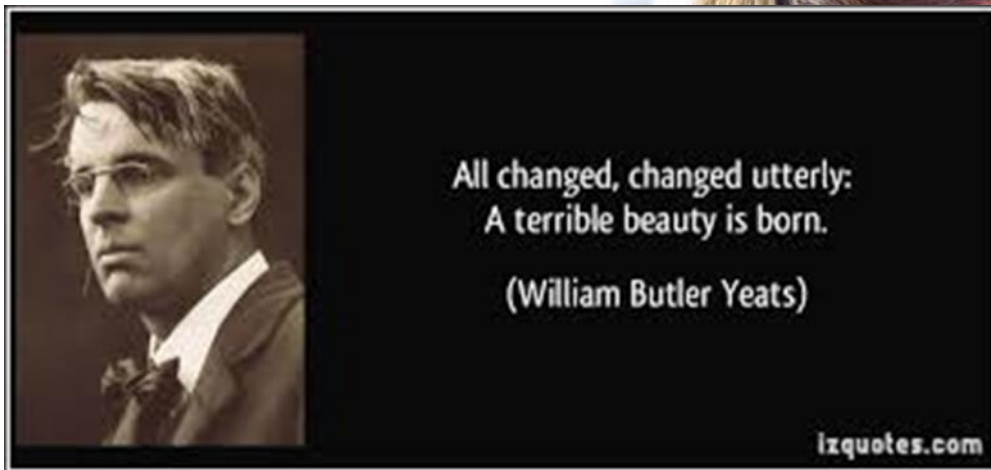
Pioneering Aerosol Drug Delivery

Why Digital?

Aerogen Marketing

Aerogen “Digital”

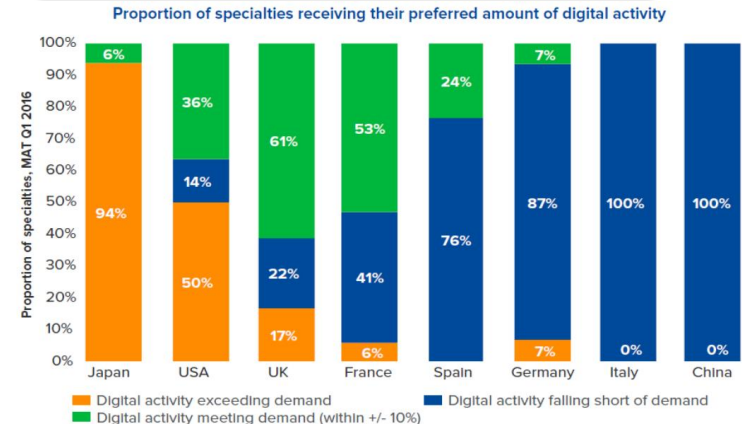
Why not Digital?



2017 This Is What Happens In An Internet Minute



Why Digital ?



Over 6 million patients in more than 75 countries worldwide have benefited from the high-performance aerosol drug-delivery technology

1. Aerogen® is a global leader in ICU ventilator aerosol drug treatments
2. Prevention of escalation of care in Emergency room with a reduction in Hospital stay and admission rates

The award-winning technology of Aerogen®, with over 40 international patents, has made it the market leader in aerosol drug-delivery worldwide



Palladium vibrating-mesh technology lies at the heart of all Aerogen® products

Marketing Priorities - AAA

AWARENESS

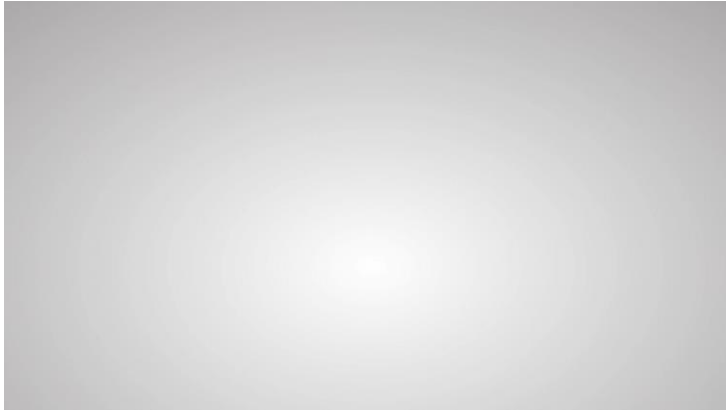
ADVOCACY

ACTION



Aerogen Brand and Commercial Execution

- Completely Re Branded in 2015 – Expanded in 2016
- Represented in all countries by distributors
- How to improve SOV with distributor and drive Aerogen Brand Awareness ?



Welcome to the Aerogen Brand Hub

Aerogen

Dear Partner,

We are delighted to introduce you to the [Aerogen Brand Hub](#).

The Aerogen Brand Hub is designed to be a helpful tool for all valued members of our global distributor network.

Here you have instant access to everything you might need for a customer enquiry or presentation: our brand story and guidelines, approved imagery, product sheets, templates, publications and a whole range of other brand assets.

We look forward to working with you and continuing to improve together.

If there is anything that you feel is missing or if you have any issues downloading content please let us know by emailing marketing@aerogen.com

REGISTER NOW

/ Discover Better

Early 2016 – Started digital Activity

Using online relevant targeted sites

ISSN: 1364-8535

Advertisement

Aerogen

al Care | Article List

Watch Video

ices | About

Leveraging Digital

- Pre market show
- Print Advertising
 - QR Code to landing page.

BETTER IS FASTER

Aerogen's pioneering aerosol drug delivery has now been shown to enhance patient throughput in the Emergency Department demonstrating:

- 32% reduction in admissions¹
- 37 minute reduction in median length of stay¹
- 75% reduction in patient medication¹

Isn't it time your ED discovered Aerogen?

Discover Better
aerogen.com



¹Dunn R et al. Aerosol dose matters in the Emergency Department: A comparison of impact of bronchodilator administration with two nebulizer systems. Poster at the American Association for Respiratory Care, 2016.





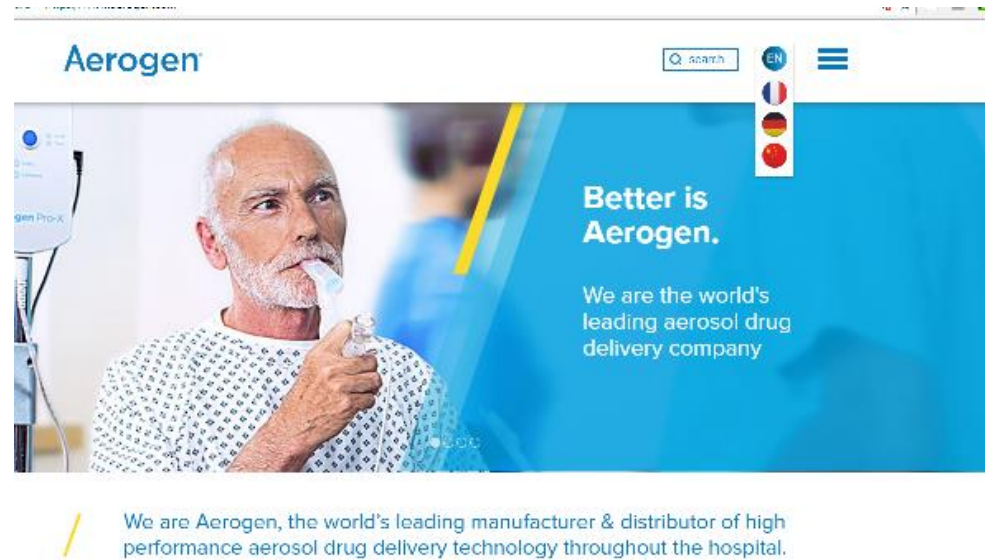
You can only improve what you
measure.

— *Tom Peters* —

AZ QUOTES

Website


- Continue to run a number of campaigns to reach our target audiences – banner ads etc. all tracked by unique urls
- Re-targeting and re-prospecting campaigns to capture website visitors and those using our key words and phrases



Traffic from social media spends more time on average

LinkedIn generates most traffic to our website followed by Facebook and Twitter


Aerogen Website Demo Requests — converting to sales



REQUEST A FREE DEMO

Discover for yourself how Aerogen's revolutionary technology can improve your patient experience.

To arrange a free product demo from a member of our global team please enter your work email address and phone number below.



[Book Demo](#)

Purchased
2
Controllers,
20 Solos, 20
Ultras

Purchased
8 Pro X

Over **170** leads
generated

Purchased
multiple
Ultra kits

Purchased
6
controllers
& want
more

Key Data



Superior patient care starts
with Aerogen Ultra

**BETTER
IS FASTER**

Aerogen

Aerogen Ultra
delivered a 32%
reduction in ED
admission rates

32%
reduction in ED
admission rates²

75%
reduction in
medication²

reduction in ED
median length
of stay²



Aerogen



32%
reduction in ED
admission rates²

75%
reduction in
medication²

37min
reduction in ED
median length of stay²

What the healthcare
professionals say

32% reduction in ED admission rates

37 minute reduction in ED median length of stay

75% reduction in medication

Discover Better for Yourself

/ Discover Better

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Post Show Email Blast

- Sent Show
- Follow

Detroit Data: Reach in Stats



- 40,713 Total Views
- 153 Links to Detroit Page
- 1,017 Video Views
(Business Wire stats - Europe)
- 17,562 Impressions on LinkedIn (over 2 posts)
- 146 Clicks
- 1.64% engagement (average corporate LinkedIn Company page is 0.054%)
- Aerogen.com Detroit
- 5,630+ Page views
- Avg Time on Page 02:07

Aerogen



Top media Tweet earned 1,152 impressions
Breaking news at Innovated . Come see how to reduce ED admissions by 32%
#aerogenacep #ACEP16
pic.twitter.com/Y1g15xrKOG



Aerogen Ultra (ACEP) is a...
Aerogen Ultra (ACEP) is a...
Read the full story here
http://www.aerogen.com/aerogenultra/acep/



Aerogen Ultra (ACEP) is a...
Read the full story here
http://www.aerogen.com/aerogenultra/acep/



Global leader in high performance
Aerogen Ultra (ACEP) is a...
Read the full story here
http://www.aerogen.com/aerogenultra/acep/

allcare professionals say

“We saw a decrease in
admissions, an increase in
discharge and a decrease
in length of stay at
surrounding hospitals.”

St. John's
Hospital, Detroit

Aerogen
Ultra (ACEP) is a...
Read the full story here
http://www.aerogen.com/aerogenultra/acep/

75% lower drug use
with the Aerogen Ultra
37 minute reduction
in length of stay
in median length of stay

Primary

included treatment of 1,576 patients,
a chart review comparing all
treated patients receiving aerosol
treatments with small volume jet
inhalers using the Aerogen Solo and
two consecutive months at a busy
room facility. Treatments were
primarily for asthma (pediatric and adult) as well as
chronic obstructive pulmonary disorder (COPD).

Download Study Poster

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info@aerogen.com



REFERENCE CHECKING
*Source: St. John's Hospital, Detroit, MI. Comparison of chronic obstructive
pulmonary disease (COPD) admissions with chronic obstructive pulmonary disease (COPD) and reduction in the
emergency department (ED) Open Forum Abstract, 2016.



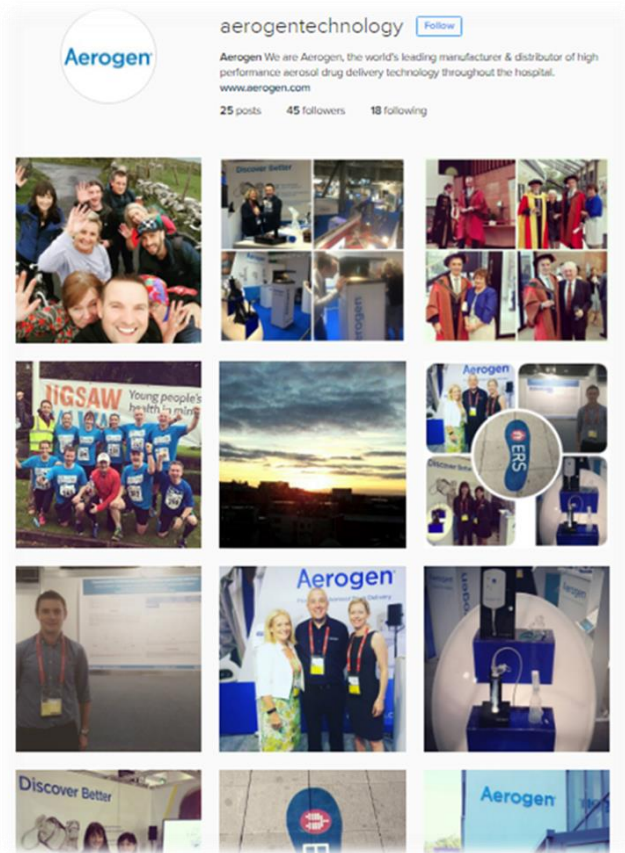
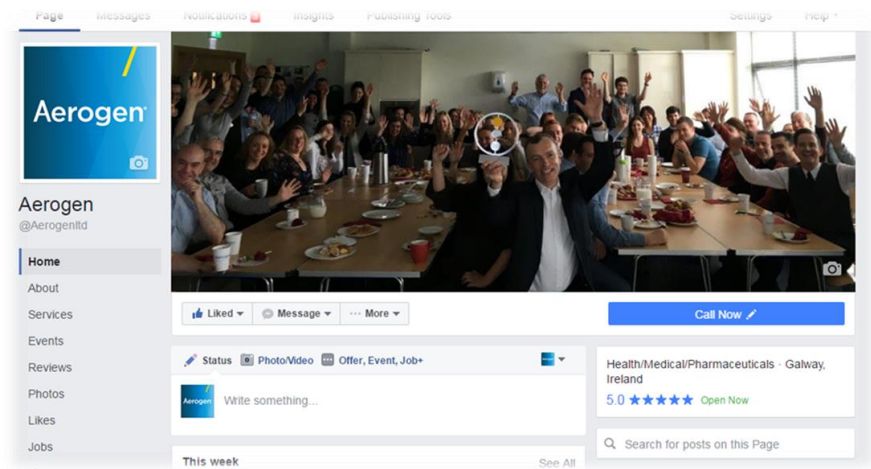
Conferer
ACEP Le
EmCare
ACEP Le
ENA Lea
ENA Lea
Webinar
Focus Co

	Total Target	2,407

Social Media

Aerogen are on;

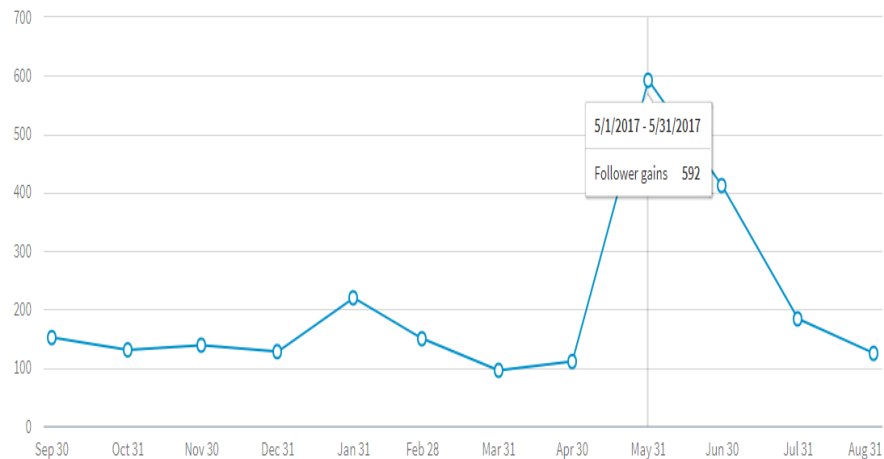
- Facebook @AerogenLtd
- Twitter @Aerogen
- YouTube AerogenLtd
- LinkedIn Aerogen
- Google+ Aerogen
- Instagram Aerogentechnology



35% annual growth in LinkedIn
Followers; 7,600+, all organic,
doubled number of posts in May & June due to
large volume of news – big increase in
followers



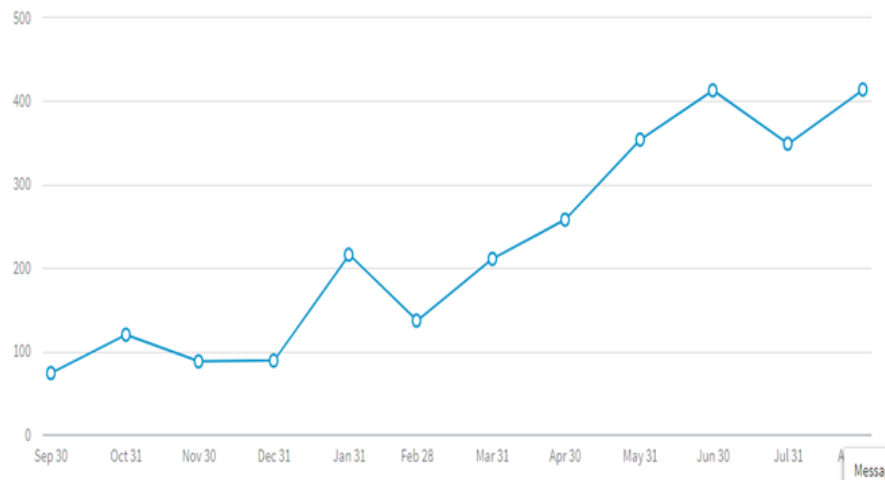
Follower gains ⓘ Last 12 months ▾ 9/1/2016 - 8/31/2017



Steady growth in LinkedIn engagement levels

Average engagement with posts is 1.51%
Forrester analyzed the top 50 global brands' activities across social
media platforms to determine that LinkedIn has an engagement rate
of 0.054%

Engagement metrics ⓘ Likes ▾ Last 12 months ▾ 9/1/2016 - 8/31/2017



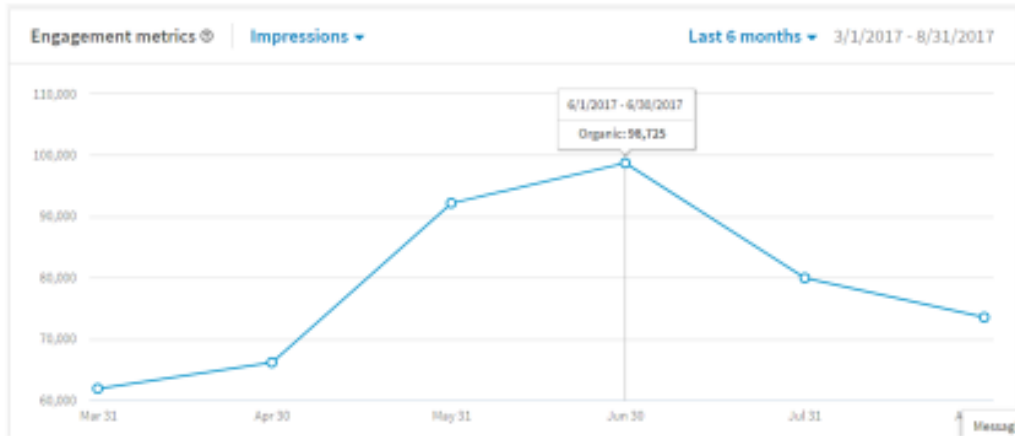
Tweets
55

Profile visits
1,678

New followers
43

Tweet impressions
33.8K

LinkedIn Impressions – Peak in June



Aerogen @Aerogen · Jun 23

Thank you @Griffinsbakery for the most delicious cupcakes! They went down a treat with our staff yesterday for #MedTechWeek

medtechweek.eu to

ON patients
#medtechweek

is nebulizer and lov...
re first adult patient at
! Neb system. In my

iff event this

Aerogen

2



Aerogen @Aerogen · Jun 21

Featuring Aerogen's Tara Spain! We are constantly on the look out for new talent & currently have 15 job openings on our website #MedTechWeek




Irish Medtech @IrishMedtech

We're launching a new 'Roadmap to medtech careers' today w/4,000 new jobs by 2020 great opps in medtech #MedTechWeek bit.ly/2sVz3UM



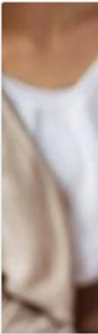
Aerogen

Our target audience are commenting on posts

**Aerogen**
1w



Aerogen Nebulizer Gets an A+


It's always gr




Aerogen N
aerogen.com

20 Likes • 1 Co

 Like 

**Becky implement**
Like F



to drop in and give a product demo just let us know. I thanks, Clara
Like Reply

LinkedInAerogen, the global leader in aerosol drug delivery ;
https://lnkd.in/dGiv_F7**Who is interacting with our posts?**

- As we become more targeted with our messaging we are reaching our target audience

**Beth Kellogg**
Director, Cardiopulmonary services & Special Diagnostics at Censilk
& Orange Regional Medical Centers

**Noah Jones**
BSRT, RRT-ACCS, RCP, RVT, VTS(LAM), Pulmonary/Critical Care
Consultant

**Ginger Villanueva**
Registered Respiratory Therapist at Sentara Healthcare

**Paige McGee RRT-NPS, BS**
Respiratory Device Educator at Respyre Health LLC

**Saleh Al Nabulsi**
Executive Director, Adult Pediatric Pulmonology Association(APPA)

**Phil Smith**
Critical Team Performance Managing Director

**Christina Gowell**
Registered Respiratory Therapist at Kingston General Hospital

**Debbie Price**
Community Education Liaison at Ascend Hospice



13

 support please don't hesitate to get in touch.
Like Reply**regional** 1w ...
any additional 1w ...



Posts are a mix between staff (recruitment), shows & educational to appeal to our different followers. Mix of sponsored and organic.

We are delighted to share the news that Aerogen has been identified as one of London Stock Exchange Group's 1000 Companies to Inspire Europe. The report is a celebration of high-growth and most dynamic small and medium sized businesses across Europe.

To be included in the list, companies needed to show consistent revenue growth over a minimum of three years, significantly outperforming their country peers. #1000companies

For the full profile on Aerogen click here:... See More



Aerogen

Company information www.aerogen.com Sector: Manufacturing

LSEG.COM

Learn More

4,775 people reached

€1.15 Left

Like Comment Share

Aerogen, Amir Sartaj, Rasuk Miah and 40 others

Chronological*

At Aerogen we place a lot of importance on employee engagement. We have an active Sports and Social Committee and run many activities throughout the year.

Check out some of the highlights from the Aerogen Olympics which were held last week.

<https://lnkd.in/d4AcmX5...> See More



2,082 people reached

Boost Post



Some audiences / posts generate far more activity – test different posts with different target groups to identify what works best

Aerogen can be found all around the world! From our team in China yesterday to our team in Oman today.

Pictured is Saleh Al Nabulsi, Aerogen Clinical Sales Support Middle East with Ahmad from Axis Medical, our distributor in Oman.

If you are based in the Middle East and would like to find out more about Aerogen or arrange a FREE product demo please comment below and we will get in touch.... See More



7,924 people reached

View Results

Like Comment Share

المجد سعيد محفوظ الجبل | ابو عبدالله المصعبي and 1.2K others

Chronological

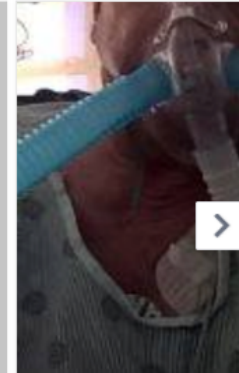
Aerogen Nebulizer Gets an A+

It's always great to get feedback from patients who have benefited from Aerogen technology.

One such patient is Stephen Gaudet, a Respiratory Therapist professional from the San Francisco Bay Area. Stephen has a great blog , where he documents his daily battle with asthma.... See More



Aerogen Nebulizer Gets an A+ | Aerogen



Aerogen Nebulizer Gets an A+

2,605 people reached

View Results

Like Comment Share

आपुष पुन महेष्, Chinta Abadi and 132 others



Aerogen – comments / messages to purchase Aerogen

JUL 21ST, 5:34PM



hi i was just wondering if u can buy the aerogen pro x or is it just distributed to hospitals my dad is using it at the moment in hospital and finds it much better than normal nebuliser thanks



Hello. My wife just spent the last 4 days in the hospital with severe asthma. They used the aerogen pro x nebulizer and she responded well with it. How can we get that nebulizer. It is awesome.



Good day, I would like to inquire how can I purchase aeroneb products or is there nearest distributors here in United Arab Emirates? please send me contact informations so I can order. Thank you

am



Hallo.
I am looking for AA-AP1040-XX. We are using the Antigen Solo Pro-X. Can you please help. I work in Oslo University Hospital, Norway.

I've used the Aerogen continuous neb system while a patient in the hospital for my asthma and I can tell you it works much better than the standard noisy cont neb set up. I also noticed that my lungs responded much quicker to the medications being delivered.



Aerogen

- 1,100 + followers
- Over 15k impressions p/m



Holly @hollybush04 · May 10
Yes please! @Aerogen @LangfordVets



Aerogen @Aerogen
Una Cronin demonstrating Aerogen at the Critical Care Nurses Meeting Manchester. Let us know if you would like a free demo at your hospital.



@Aerogen have white paper but trying to find more evidence on cost and benefit to patient in the paediatric ICU, any pointers appreciated



1



2



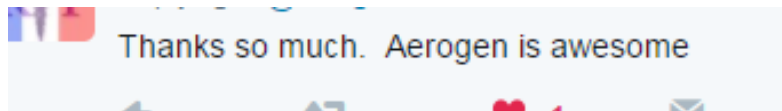
Henry Morris @hmmorris · 20 Nov 2016
Replying to @Aerogen
@ICU_Management @AGMConfUK great can you come and present to @MRI_ED



Patient Need Bipap @ineedrtSTAT · Apr 23
I'll take vibrating mesh over SVN any day of the week. @Aerogen



Tracey Daniels @thecfphysio
Conventional nebulisers are made up of compressor which compresses & delivers air to nebuliser which converts liquid to aerosol #ACPCF2017



Why not Digital ?



as much as you wish

engage on their terms

s are dependent on objectives

Can be evolutionary not revolutionary - Complementary

Shift from Push to Pull marketing

Feedback

Execution

Aerogen® / Discover Better