

# CryoLife MarCom History

## Hired September - 2014

- ▶ Same month as Pat Mackin, new CEO
- ▶ Hired as Trade Show Manager, working for VP of Marketing, Bruce Anderson (Founder's Son)
- ▶ Two Reports: Trade Shows Coordinator, Web Master (hired but not present)
- ▶ Trade show management was a two person job, 130 meetings per year, paper folders, no automation
- ▶ Brand Identity was a 5 page brochure, fonts and color only
- ▶ Product managers were independently producing assets from several different agencies
- ▶ Spend over \$425K annually with Boyd agency in CA
- ▶ Outdated Web Site 1.0 hosted internally, new site under construction by subcontractor SolutionBuilt
- ▶ Outdated "App" for presentations and collateral distribution, cost \$6K per quarter to maintain, also by SolutionBuilt

## October - 2014

- ▶ New Web Master arrives, Nathan Williams
- ▶ Placed Web Master in charge of new site development, single point of contact with SolutionBuilt

## December - 2014

- ▶ Finished first iteration of Trade Show Database: Application allowing one person to organize all but the largest shows: STS, AATS
- ▶ Promoted to Marketing Communications Manager
- ▶ Began designing trade graphics and brochures in house

## January - 2015

- ▶ Attended first major trade show STS in San Diego
- ▶ Our exhibit was sparsely attended, too much space dedicated to laser and presentations, no hospitality
- ▶ SolutionBuilt launched Web Site 2.0, buggy, rolled back to 1.0

## February - 2015

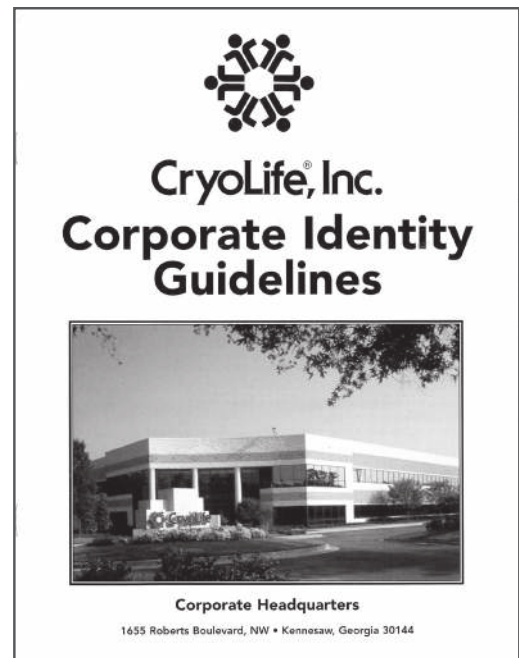
- ▶ First Global Marketing Meeting in US
- ▶ Agreed to update brand guideline, compromise of EU and US Guidelines previous version

## March - 2015

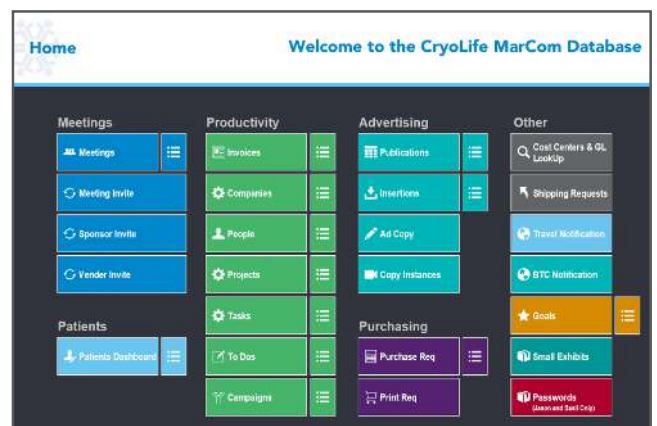
- ▶ Web Site 2.0 finally ready for prime time
- ▶ Fired SolutionBuilt

## May - 2015

- ▶ AATS in Seattle
- ▶ Exhibit sparsely attended, decision made to completely remake the exhibit for STS 2016
- ▶ Presented new brand guidelines 2.0 to EU,



*First Brand Guidelines - 5 Pages*



*MarCom database allowed 1 person to do the job of 2*



*2015 exhibit design, presentations not a draw, laser took up too much space, no hospitality*

## June - 2015

- ▶ Pitched Pat on bringing all print and digital production in house
- ▶ Move saved \$425K in first year
- ▶ Received approval to hire two new people, print and Digital designer

## September - 2015

- ▶ My boss Bruce Anderson, VP of Marketing leaves the company
- ▶ My new boss is Ashton McKinney, Director of Marketing

## December - 2015

- ▶ Print Designer, Allison Joined Team
- ▶ Digital Designer, Jason joined team
- ▶ Jason begins work on replacement for the "App" - ShowCase Workshop
- ▶ Allison begins work on finishing a comprehensive brand guidelines 3.0

## January - 2016

- ▶ STS Phoenix, AZ, introduced new "Anatomy" exhibit
- ▶ New exhibit immediate hit with surgeons, many take pictures in front of anatomy

## May - 2016

- ▶ AATS Baltimore, again, booth traffic up considerably from 35 scanned badges in 2015 to over 400

## June - 2016

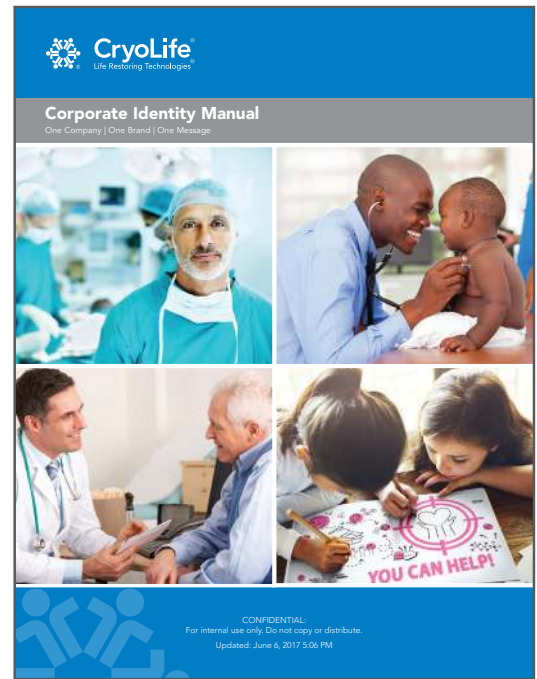
- ▶ Outsourced web server to WPEngine, obsoleting Web Master's stack skill set
- ▶ Propose Web Site 3.0, complete rewrite, new foundation, to be developed jointly by Web Master and Digital Designer

## July - 2016

- ▶ First in-house patient interview, video and story Mischell Satunas



- ▶ Pat suggests hiring an outside firm for a direct to patient strategy, orders we interview at least 3 firms and make recommendation



2015: first truly Global Brand Guidelines 3.0 published



2016 exhibit design, introduced at STS, Phoenix, anatomy concept, w hospitality



AATS 2017, Boston, the last appearance of the "anatomy towers"

## October - 2016

- ▶ Begin work on Project Styx (On-X acquisition)
- ▶ Interview Adrian Hines, Vayner Media, 352 Consultants
- ▶ ShowCase Workshop replaces "App"

## December - 2016

- ▶ On-X acquisition announced
- ▶ Basil, Mark Yosic, Jason present results of on "direct to patient" agency search
- ▶ We propose hiring 3 more people in lue of an outside agency, video editor, writer, On-X marketing specialist

## January - 2017

- ▶ STS Houston

## April - 2017

- ▶ AATS Boston
- ▶ After AATS, Pat expresses interest in large graphics of products instead of anatomy

## May - 2017

- ▶ Writer, David Layman Joined Team
- ▶ Video Editor, Matt Rodgers Joined Team
- ▶ Second Gobar Marketing Meeting in Gilford, UK
- ▶ Decision taken to explore one exhibit designer for EU and US

## June - 2017

- ▶ HeartValveChoice, first direct to patient site and AdWord campaign goes live
- ▶ HVC immediately begins generating 2 patient leads per day

## August 2017

- ▶ Project Jolly (JOTEC acquisition) begins, assets required include videos of both CEOs and micro site

## October - 2017

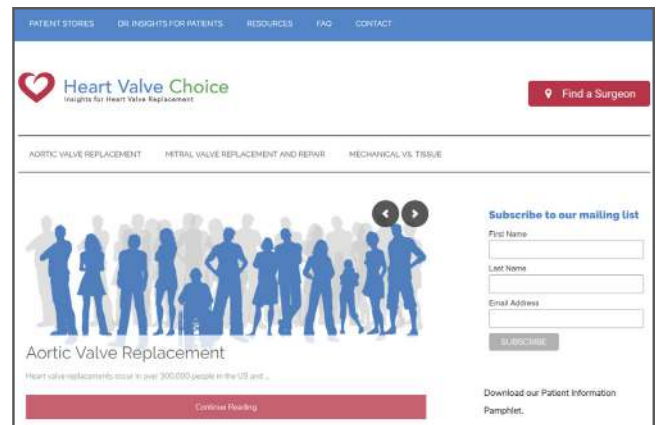
- ▶ EACTS unification meeting Vienna
- ▶ BlueSky Meets EU marketing people

## December - 2017

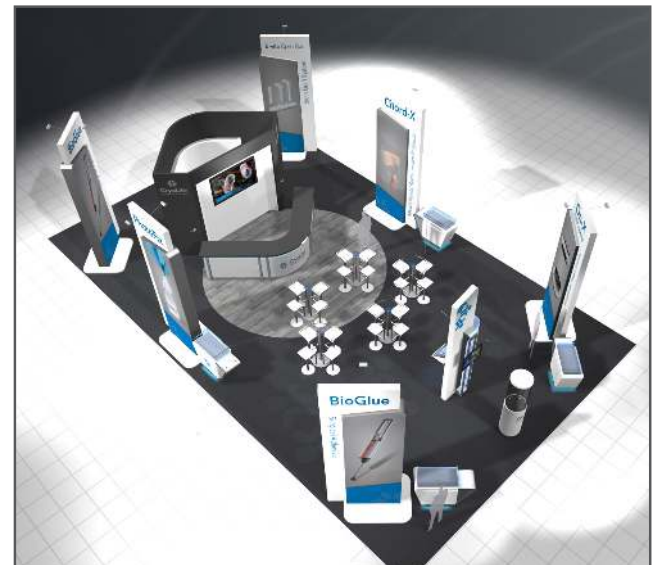
- ▶ Acquisition of JOTEC announced
- ▶ All global ambitions on hold due to merging of marketing departments
- ▶ Pat announces On-X valve 9% market share increase stolen from competitors

## January - 2018

- ▶ Launched BTC
- ▶ STS Fort Lauderdale



*HeartValveChoice.com, our first direct to patient site and campaign generates 6.63 patient leads per day*



*2018 exhibit design, anatomy concept scraped in favor of large product graphics Pat prefers, w hospitality*



*The 2018 exhibit features the large product images Pat prefers*



## April - 2018

- ▶ Budget cuts require layoff of Web Master, and Video Editor
- ▶ Trade Shows Coordinator resigns to accept Manager position at another company, Sandy assumes small show responsibilities

## June - 2018

- ▶ HeartPainRelief.com patient site and AdWord campaign launches
- ▶ Two new videos, patient and surgeon
- ▶ Geo fenced to Nashville and Memphis

## August - 2018

- ▶ TheRossProcedure.org patient site and AdWord campaign launches
- ▶ 3 new patient videos
- ▶ 3 surgeon videos

## September - 2018

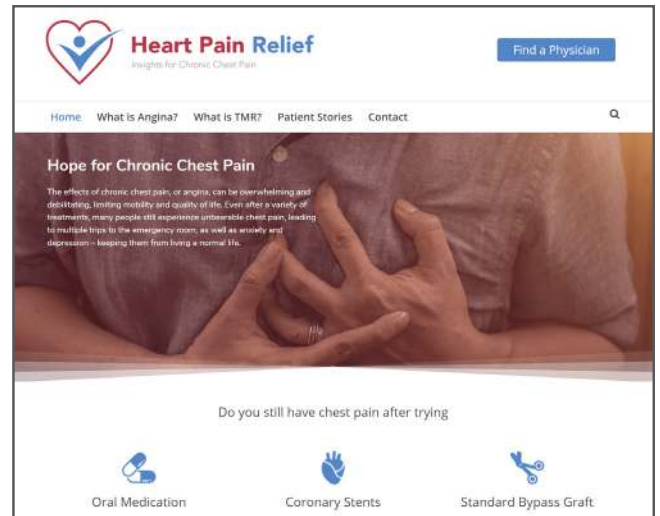
- ▶ On-X leads increase to 6.63

## October - 2018

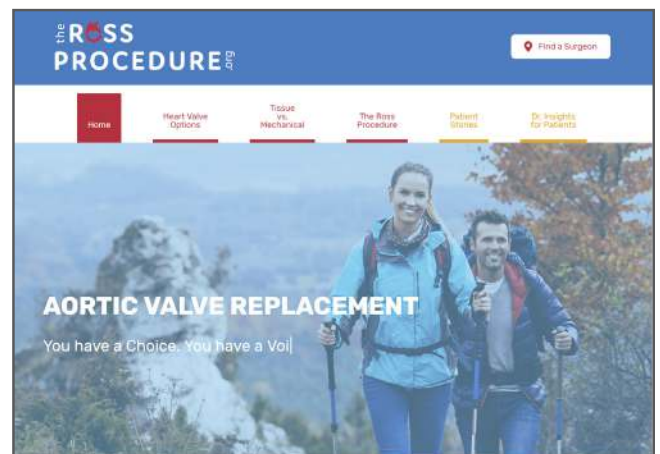
- ▶ Megan Eckerman joins as VP of Global Marketing

## January - 2019

- ▶ CryoLife reorganizes, releases entire marketing Communications Department (7 people), hires outside agency



[HeartPainRelief.com](http://HeartPainRelief.com)



*TheRossProcedure.com, built to support the Ross Community and CryoValve SG Sales*

