

HEALTHCARE IT: BUILDING A BRAND

Mantis designs, organises and hosts successful roundtable debate

BACKGROUND

Following a series of introductory media briefings (and as part of its ongoing PR programme) Mantis recommended that Simpl undertakes a one-off roundtable debate to **enable second contact** with its target journalists; to secure **comment and opinion** in the press on a range of healthcare IT issues; to supplement a temporary lack of newsworthy stories; to demonstrate its partner credentials (**including Microsoft partner status and Dynamics AX expertise**) and ultimately **build its brand as a trusted IT advisor** with customers and potential customers

RESULTS

- Mantis identifies topic for debate, identifies and secures attendees, organises and hosts successful debate
- Secures **20 attendees**: 3 vendor partners including **Mark Treleaven, UK healthcare Marketing Manager, Microsoft**; **7 PCTs**; **1 private** healthcare provider; **5 media** including *Health Service Journal*, *e Health-Insider.com* and *Computing*; and Ian Herbert, **BCS Health Informatics Forum**
- **6 positive, dedicated press articles** including **front page** of *Health Service Journal* and full-page article in *Computing*
- **1 Podcast** of the debate published on *e-HealthInsider.com*; 1 debate **Vodcast** available to support marketing campaigns

TESTIMONIAL

“There was **massive amount of benefit** to the roundtable. I was delighted not to have any drops outs; the day went **remarkably smoothly**, the set up was informal, relaxed and exciting. Overall, it was **well organised** and we got a lot of benefit – we extended some existing contacts and we have some **new contacts for the future.**”

Paul Malcolm, EMEA Regional Director, Simpl