



**Dornier *MedTech***

# **Using Digital Marketing to Support ESWL (ESWL Renaissance)**

# ESWL Digital Marketing Plan Goals

## Support ESWL via Social Media:

### Patient Goal:

- Increase visibility and awareness of ESWL (so they will ask their doctors about ESWL as a treatment option)

### Provider Goal:

- Motivate providers to consider or re-consider ESWL
  - Generate leads for our Sales Teams

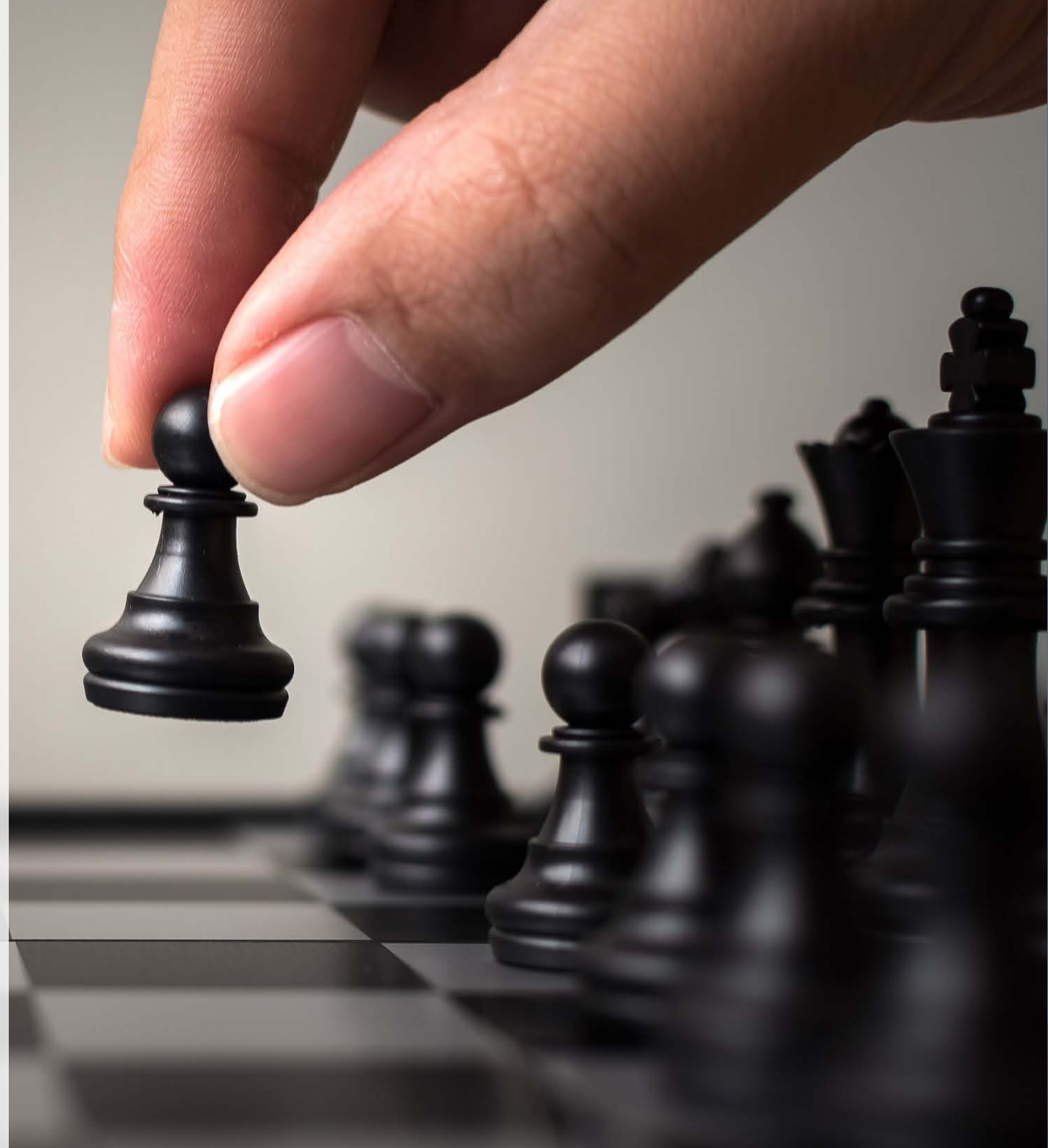
# Strategy and Tactics

## Strategy:

- Produce content that is relevant, unique and/or of interest to patients and providers, and deliver via our website and blog, press releases and social media

## Tactics:

- Utilize Best Practices: social media, blog posts on our website to boost SEO rankings, etc.
- Inform the strategy with findings from a social media audit of our competitors and Best-in-Class MedTech digital marketers
- Create a process that delivers the most “bang for the buck” with our efforts...at no cost to us







# Our Process

Utilize a sound and effective process, based on Best Practices, to implement our digital marketing plan:

Step 1: Conduct a Social Media Audit of Competitors and Best-in-Class Social Media Practitioners; Determine Best Practices

Step 2: Strategize/Plan Online Content

Step 3: Produce/Create Relevant Content (LinkedIn, Facebook and Twitter; hopefully, WeChat—coming soon)

Step 4: Promote and Re-purpose the Content

Step 5: Analyze the Results

Step 6: Amplify - Get More Bang for the Buck!

Company	Type	Where	# Followers	Audience	Frequency	Blog?	Comments
Karl Storz	ESWL Competitor	Twitter	1027	Doctors	~ every 6 weeks	No	Monthly press releases
		LinkedIn	17,900 (U.S.)	Doctors	2-4x/month		
Richard Wolf	ESWL Competitor	Twitter	91	Doctors	6x/year	No	
		Facebook	5616	Doctors	1x/week		
		LinkedIn	477	Doctors	2x/month		
EDAP							
MediSpec							
Dirax Group							monials on homepage; lling events feed
Siemens Healthineers							
GE Healthcare	Table Competitor	Twitter	96,600	Doctors	Daily	Yes	
		Facebook	139,000	Doctors	Daily		
		LinkedIn	592,000	Doctors	6x/week		

# Audit Key Learnings

Looking at our competitors and large MedTech companies...

- **Our direct competitors do not employ all of the Social Media Best Practices, so this is an opportunity for us**
- One of our primary competitors featured patient and physician testimonials on their homepage—a nice touch!
- Most have a strong website (the more prominent the company, the better the website) with good functionality and an experience optimized for users (our website needs improvement)





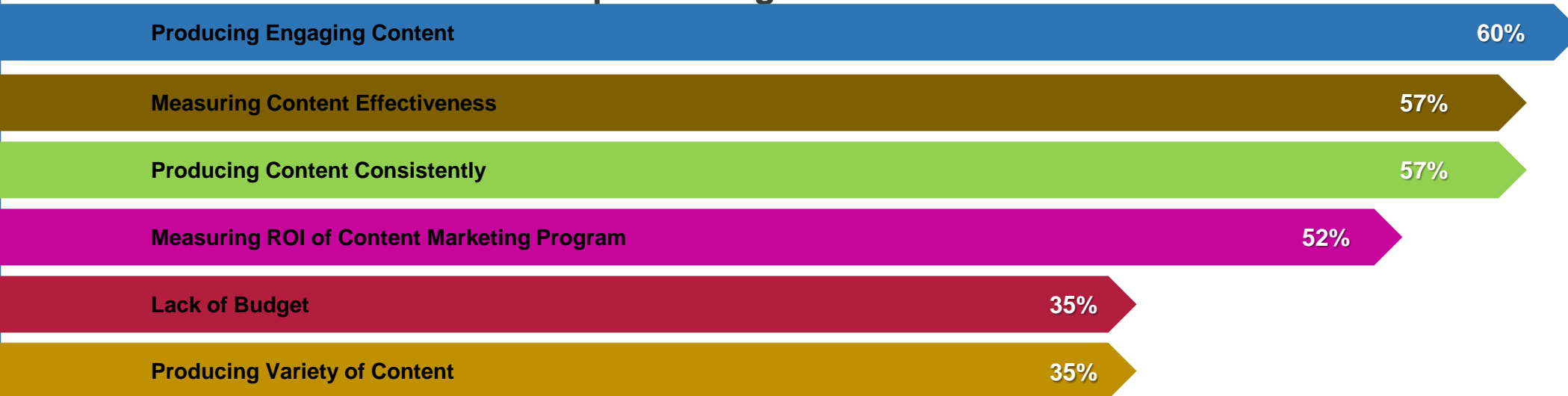
## Step 2: Strategize/Plan

- Develop calendar of blogs and social media posts, and plan on posting at least once a week to patients and providers, including blog posts on the [dornier.com](http://dornier.com) homepage
  - “A healthy blog is the cornerstone of a successful content marketing campaign” (Scoop.it—digital marketing agency)
- Gain insight into the minds of our consumers (both patients and providers) to improve the relevance and engagement with our posts
  - Sweet spot is where business goals and an audience’s needs complement each other; we need market research/insight!

# 3: Produce/Create Content

- Find or create unique and relevant content pertaining to patients and providers
- There are two ways to produce content for patients and providers
  1. Write it ourselves (e.g., Dipen Jagatiya-authored ESWL e-book, Opticouple e-booklet, etc.)
  2. Curate content (curated content is an original blog post using another post as an introduction)
- Curated content is proven to be 4-7x more trusted than original content and helps achieve higher SEO rankings

## Top Challenges for B2B Content Marketers:



### 3: Produce/Create Content (cont.)

Topics that have been posted, or are in development:

PATIENTS	PROVIDERS
Kidney Stone Treatment Options	ESWL Summaries of Clinical Studies
Patient Preferences: MET + ESWL vs. URS or PCNL	Delta III
Kidney Stone Myths	Lasers: Summary of Research E-booklet
Testimonials	Opticouple E-booklet
The U.S. Stone Belt	Solvo 35 Laser
The Worldwide Stone Belt	Medilas H 140 Laser
All About Stones: Infographic	Trade Shows

Our tactical plan for posting:

Regularly, post on social media sites and refresh blog ...post once a week to patients and at least once a week to doctors...all social media posts link to our website



Dornier MedTech @DornierMedTech · Mar 2

#Dornier MedTech announcement at #EAU. Plan to stop by hall C4, booth G57 experience the excitement. Enjoy virtual reality presentations with our unique

Take a new look at ESWL--the cornerstone of non-invasive kidney stone management for over four decades. Read the collection of summaries of some important peer-reviewed articles published on ESWL. It's time to revisit ...see more



### The Clinical Case for ESWL

### Lithotripters.

G57. Experience our newest technology; Opticouple® for improved stone free rate; plus targeted laser for stone treat ...see more

### Europe's largest Urology Congress



EAU18 COPENHAGEN 16-20 March 2018

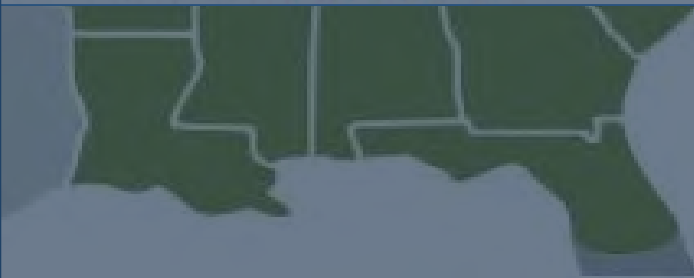
announcement

(?) · February 16 at 5:47pm ·

Take another look at the Dornier MedTech Delta III lithotripter. Effective, non-invasive kidney stone treatment. Offers powerful imaging, maximized energy and enhanced efficiency. <https://goo.gl/gnazzJ>

Dornier MedTech 4w

Do you live in the stone belt? The kidney stone belt, that is. If you do, you increased risk for kidney stones. Learn more about the stone belt, and learn your treatment options. <https://goo.gl/K9V2Pe>

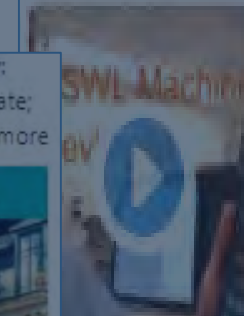



**Dornier MedTech**  
IS PLEASED TO PRESENT  
**DORNIER DELTA III**  
LEADING TECHNOLOGY.



Dornier MedTech @DornierMedTech · 4 Dec 2017

APPLAUSE! APPLAUSE! APPLAUSE! for the Dornier MedTech Delta III lithotripter. Check this video out!



### Review of Dornier Compact Delta III Lithotripter for ...

After many years of innovation, Dornier Compact Delta III Lithotripter is finally here! Dr. Lin was fortunate to be one of the first urologists in the U.S. t...

youtube.com

Dornier MedTech @DornierMedTech · Feb 2

Happy Anniversary #DornierMedTech! For more than 30 years, Dornier MedTech pioneered revolutionary #urological technology, such as the non-invasive, gentle treatment of #lithotripsy for kidney stones. Dornier is proud to celebrate its 34th Anniversary.

On February 7, 1980, doctors performed the first ESWL lithotripsy treatment on a patient with kidney stones. Many procedures later, the treatment proved so successful, that it revolutionized modern kidney stone management. Based on extensive research pioneered by Dornier MedTech, lithotripsy is now used on 500,000+ kidney stone patients each year. Based on decades of experience, the treatment is popular due to its non-invasiveness and reliability, and reduction in recovery time compared to surgical options. If you have kidney stones, or know someone who does, learn more here. <https://goo.gl/bv5ve2>

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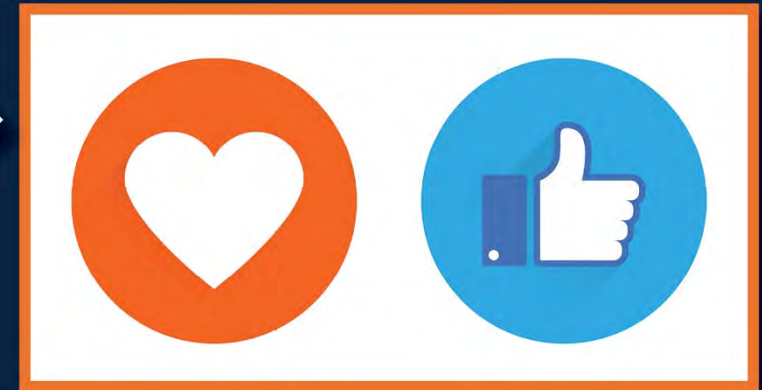
Published by Kelly Westermann (?) · February 20 at 4:49pm ·

Kidney Stone Sufferers!! What are your treatment options if you have a kidney stone? What are the pros and cons--is one treatment better than another? And, what is ESWL, or lithotripsy? We present the facts in our Patient Center--check it out for details of your options. <https://goo.gl/7yNGZP>

# Step 4: Promote (Re-purposing)



Website Blog



Social Media



Video



Infographic



E-book







## Step 5: Analyze

- Analytics is the “how” in proving and improving content marketing effectiveness
- But, what to analyze?
  - Publish content
    - Track VOLUME regularly
    - Promote to generate amplification SHARES
  - Generate results
    - Measure content contribution to website TRAFFIC
    - Measure LEADS
- Analyze Regularly
  - If it’s a hit, try to replicate
  - If it seems to be a potential gem, distribute more
  - If it’s a dog, conduct a post-mortem analysis
  - If not sure, revise CTA (Call to Action) or stop
- Enhance Results by Amplification



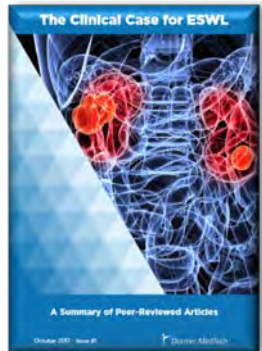
## Step 6: Amplification

- Re-share successful posts regularly
  - Re-purpose content for multiple channels
  - Follow Best Practices for website optimization as well as social media posting
    - Example: Answer customers' questions, or address their wants, on dornier.com and in social media
    - Example: Align CTAs (e.g., download our e-book) with business goals, to obtain a lead
- Leverage Marketing Intelligence to know what/when to re-share (Google Analytics, Hootsuite, etc.)
- Older content gets a lot of traffic
  - Example: Hub Spot got 69% of their blog traffic to posts older than a month...so updating existing content is key to keeping a consistent message over time.



# How we use social media to generate leads

Create content  
e.g., ESWL E-book



Announce on LinkedIn, Facebook and Twitter:  
**Revisit ESWL. Read the summaries of new scientific research...**

User clicks on link in post

<https://goo.gl/PNk1Ci>

Revisit the Evidence for ESWL.

Get your e-booklet now!



Complete this form to download your copy of "The Clinical Case For ESWL"

Name \*

First  Last

Contact Email \*

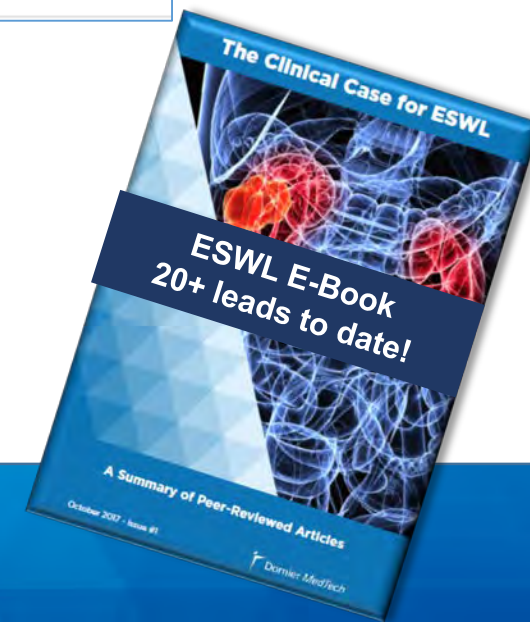
User lands on our website... completes the form with their contact information and downloads the ESWL E-book

Form is set up to forward lead to Global Marketing\*

Philip Smith of Northern Urology  
New submission from ESWL Scientific Summaries Booklet  
Name Philip Smith  
Contact Email

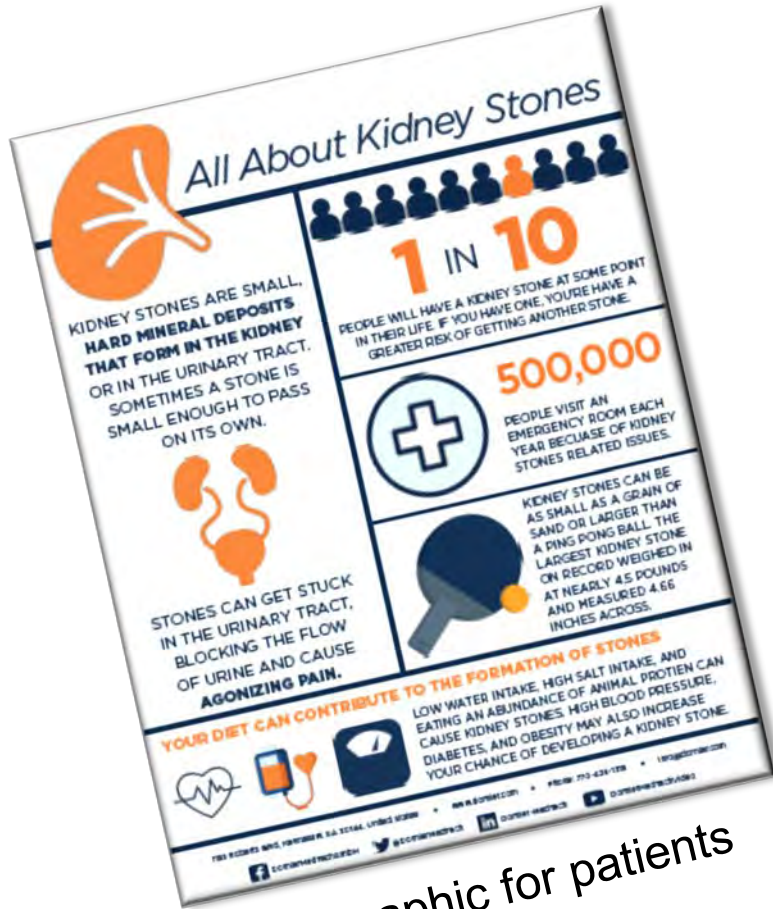
KHOO Issac  
Re: New submission from ESWL Scientific Summaries Booklet  
Hi Kelly, Received with thanks. Rgds, Issac Khoo  
On 2 Mar 2018, at 6:00 AM, Kelly Westermann <kwestermann@dornier.com>

\*Global Marketing forwards leads to Regions





# Content Examples



Infographic for patients



Social Media Post

News

It may surprise you that kidney stones do not always reside in the kidneys, and if you're reading this, it may be because you have a small stone in your ureter, the "tubes" between the bladder and the kidneys. These stones pose special challenges but there are promising advances in drug therapy—backed by several research studies—that may help you pass the stone spontaneously, without the need for surgery. The science is known as Medical Expulsive Therapy (MET).

[CLICK HERE TO READ ALL ABOUT MET!](#)

What are your treatment options if you have a kidney stone? What are the pros and cons—is one treatment better than another? And, what is ESWL, or lithotripsy? We present the facts.

[CLICK HERE TO VISIT OUR PATIENT CENTER!](#)

Website Blog



E-books for providers





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# **Appendix**

## **Digital Marketing Audit**

# Digital Marketing Audit

- Surveyed competitors and large MedTech companies social media postings (LinkedIn, Facebook and Twitter), press releases and websites

Competitors ESWL	Competitors Lasers	Competitors Tables	Large MedTech Cos.
Karl Storz	Cook	Siemens Healthineers	Johnson & Johnson
Richard Wolf	Lumenis	GE Healthcare	MedTronic
EDAP	Boston Scientific	Liebel-Flarsheim	Baxter
MediSpec			Fresenius
Direx Group			

- Evaluated frequency, target audience, # social media followers, presence of a blog or other website digital “plusses,” etc.
- Learning how to utilize WeChat for marketing...almost 1 billion users

# Audit Findings

Company	Type	Where	# Followers	Audience	Frequency	Blog?	Comments
Storz Medical	ESWL Competitor	Twitter	1027	Doctors	~ every 6 weeks	No	Monthly press releases
		Facebook	Lots of local/regional sites				
		LinkedIn	17,900 (U.S.)	Doctors	2-4x/month		
Richard Wolf	ESWL Competitor	Twitter	91	Doctors	6x/year	No	
		Facebook	5616	Doctors	1x/week		
		LinkedIn	477	Doctors	2x/month		
EDAP	ESWL Competitor	Twitter	350	Doctors	2x/week	Yes	
		Facebook	431	Dr & Patients	2x/month		
		LinkedIn	940	Dr & Patients	1-6x/month		
MediSpec	ESWL & ED Competitor	Twitter	111	Doctors	3x/month	Yes	
		Facebook	129	Dr & Patients	1x/week to 1x/month		
		LinkedIn	590	Doctors	monthly		
Direx Group	ESWL & ED Competitor	Twitter	11	Dr & Patients	no postings since June	No	Testimonials on homepage; scrolling events feed
		Facebook	cannot locate page				
		LinkedIn	431 Spanish; 23 corporate	Mostly Doctors	no postings since June		
Siemens Healtineers	Table Competitor	Twitter	66,500	Doctors	Daily	Yes	
		Facebook	102,800	Dr & Consumers	3x/week		
		LinkedIn	262,000	Doctors	3x/week		
GE Healthcare	Table Competitor	Twitter	96,600	Doctors	Daily	Yes	
		Facebook	139,000	Doctors	Daily		
		LinkedIn	592,000	Doctors	6x/week		
Johnson & Johnson	Top MedTech Company	Twitter	162,000	Consumers	~10x/week	Yes	
		Facebook	770,000	Consumers	Daily		
		LinkedIn	1,630,000	Consumers	3-5x/week		



# Audit Findings

Cook	Laser Competitor	Twitter	7,000	Consumers	5-7x/week	Yes	Can sign up for emails/information
		Facebook	6,500	Consumers	Daily		
		LinkedIn	50,100	Mostly consumers	1-2x/month		
Lumenis Urology	Laser Competitor	Twitter	378	Doctors	3-4x/week	Yes	
		Facebook	2,000	Dr & Patients	1-2x/week		
		LinkedIn	16,100	Doctors	3x/week		
Liebel-Flarsheim (under Guerbet)	Table Competitor	Twitter	None	Doctors	1x/2 years	No	
		Facebook	None				
		LinkedIn	None				
Boston Scientific	Laser Competitor	Twitter	19,000	Dr & Consumers	~5x/week	Yes	
		Facebook	26,300	Mostly Drs	1x/week		
		LinkedIn	253,000	Dr & Consumers	3x/week		
Medtronic	Top MedTech Company	Twitter	43,300	Doctors	~6x/week	Yes	
		Facebook	76,400	Doctors	2x/week		
		LinkedIn	480,000	Doctors	3x/week		
Baxter	Top MedTech Company	Twitter	12,600	Dr & Consumers	3-5x/week	Yes	
		Facebook	7,135	Dr & Consumers	1x/week		
		LinkedIn	360,400	Dr & Consumers	~1-2x/week		
Fresenius	Top MedTech Company	Twitter	2,175	Dr & Consumers	3-4x/week	Yes	
		Facebook	15,000	Dr & Consumers	1-3x/week		
		LinkedIn	94,800	Dr & Consumers	3/week		