

emis

CASE STUDY

Changing perceptions of a technology brand

Our integrated communications campaign for leading healthcare technology business EMIS is re-positioning the brand beyond its traditional heartland of family doctors into the wider healthcare arena.

Challenge

EMIS is the leading clinical information system for GPs, but its next generation system – EMIS Web – is designed for the whole healthcare team, including hospital and community practitioners.

Our job is to re-position EMIS to a new audience and to build anticipation of EMIS Web ahead of its formal NHS accreditation in 2010.



Activity

- A targeted online, media relations and stakeholder campaign, highlighting key messages about EMIS moving into new territories and proven results from pilot projects.

Results

- 22m people reached through online coverage, including influential coverage in www.theguardian.co.uk and specialist health informatics websites
- 367,500 healthcare decision-makers reached through coverage in key print media, including an authored piece in Health Service Journal
- 100% of the coverage presented EMIS Web as a system for the whole healthcare team, not just GPs.

“This is an imaginative and strategic campaign that is enabling us to reach not only customers and potential customers but also policy-makers and government.”

Sean Riddell, managing director, EMIS

www.emis-online.com