

GOAL: To Relaunch the Molicare® Repositioning Underpad in Relation to COVID-19 and Infection Control



We knew the Molicare Repositioning Underpad could not only help stop the spread of COVID-19, but also help simplify the lives of the staff caring for patients. We just needed help getting that message out to the right people—and fast.

—Todd Morris, Director, National Accounts | Hartmann USA

Campaign Duration: 4 cycles

Number of Campaign Seats:
1 – Todd Morris

Total Size of Prospect Pool: 2,500

Product/Service:

MoliCare® Repositioning Underpad

Prospect Industry: Long Term Care

Total Actions Taken by Prospects: 3,121

THE CAMPAIGN

Our goal was simple – to help Hartmann generate interest and demand in the Molicare Repositioning Underpad during a time when patients and staff needed their product most.

Using our proprietary data, we identified the specific long term care titles they wanted to target. From there, we developed the campaign assets and engaged the Emerged platform to run a multi-channel campaign to their exact audience, utilizing tactics like automated 1-to-1 outreach (coming from Todd Morris) and paid media advertising on business and personal platforms.

“Within 30 days the Emerged team had our campaign up and running. Soon after, I started to receive messages from prospects wanting more information on the product and requesting samples be sent to their facility.”

Todd Morris, Director
National Accounts | Hartmann USA

HARTMANN



The Challenge

When phase 2 of The CARES Act went into effect, Hartmann knew that their Molicare Repositioning Underpad would be eligible for reimbursement due to its unique ability to help stop the spread of infection in long term care facilities. Not wanting to rely solely on their distributors to get the word out, Hartmann knew they needed an outbound prospecting campaign that would effectively relaunch the Molicare product to long term care facilities as it pertained to COVID-19 precautions and the CARES ACT.

The Solution

The Emerged platform was developed exclusively for companies looking to sell to HCPs and non-clinical stakeholders. Using our proprietary data and automated prospecting and nurturing process, we were able to help Hartmann relaunch the Molicare Repositioning Underpad to the right audience at the right time.



The Outcome

The Emerged Platform was able to successfully relaunch the Molicare Repositioning Underpad to prospects working in long term care. Within 6 months, Todd had made over 400 new campaign connections and saw a 32% engagement rate among prospects in his Emerged pipeline.

