

Campaign: **Medi Derma-PRO Ointment and Cleanser, Dressings**

1. Objective:

- A) To drive awareness of Medi Derma-PRO with Tissue Viability and Medicines Management. To increase compliance within existing accounts for Medi Derma-PRO Ointment and Cleanser and increase number of existing accounts using Medi Derma-PRO Ointment and Cleanser
- B) Increase number of accounts switching to MCP standard dressings, campaign to focus on the cost savings and ease of switching.

2. When: Jan – Mar (Q4).

3. Target Audience/Customers: Tissue Viability Nurses, ward managers, nurses, caregivers, medicines management, procurement.

4. Marcomms/Marketing Collateral:

Marketing Collateral	Qty per TM/CNA
1. Product comparison Flyer – MD-PRO v Proshield (LIT code to come)	100 (Feb 1 st onwards) additional copies order as needed
2. Medi Derma-PRO Product Information Flyer (LIT021)	Order as needed
3. TBP Range Brochure A5 (LIT059)	Order as needed
4. MD-Pro Samples	Ordered as needed – limit quantity where possible
5. Evaluating an incontinence cleanser and skin protectant ointment for managing incontinence-associated dermatitis (CP006)	Order as needed
6. Standard Dressings Flyer – Quick Switch Messaging (LIT code to come)	100 (Feb 1 st onwards) additional copies order as needed
7. Product Information Leaflet Adpore/Ultrapore (LIT002)	Order as needed
8. Product Information Leaflet Absopad (LIT001)	Order as needed (Feb 1 st onwards)
9. Dressing samples	Order as needed
Other Marketing Activities to support the Campaign	Activity
10. E-shot: Medi Derma-PRO v Proshield comparison	February/March
11. E-shot: Medi Derma-PRO/ Dressings - Cost Savings	February/March
12. Wound Care Handbook Full page advert	Published mid-February
13. Product Focus Article - MASD	Published late February
14. BJN advert to accompany MASD article above	Published late February
15. Wound Care People – Facebook Live Event	16 th January
16. Wound Care Today - Conference	26 th / 27 th Feb
17. Wound Care People - Roadshows	March/April

5. Outcomes expected:

- List of who has received MD-PRO v Proshield Product Comparison Flyers (Please use the Campaign and Sales Activity Template)
- List of who has received Standard Dressings Quick Switch Flyers (Please use the Campaign and Sales Activity Template)
- List of who has received samples (Please use the Campaign and Sales Activity Template)