

Communications Brief – NIV iVAPS Launch

1. The Assignment*

Date: December 15, 2011
Completion Date: May-July, 2012
Project Owner: Drew Terry

Project Title and Description: Launch Stellar 150 (hospital), Tx with iVPAPs (lab) and ST-A with iVAPS (home).

Desired Business Outcome: Launch new NIV products. Increase awareness of ResMed in NIV space.

Goal of this Project: Develop launch materials. Leverage what Sydney has already produced.

2. Market Situation

Respironics introduced the first bilevel to the market and BiPAP has become almost synonymous with bilevel. ResMed is a solid #2 competitor in this space and has offered VPAP branded bilevel products for over a decade. Historically, Puritan Bennett competed in this segment with the GoodKnight series of bilevels, but they exited the market after many years of quality problems.

Homecare Devices – Market share and customer perception

The homecare bilevel segment is approximately \$45M, with Philips Respironics holding 72% market share, ResMed holding 25% market share, and other competitors such as the Devilbiss bilevel ST and GE Breas Vivo products holding the remainder.

Philips Respironics Devices:

- BiPAP ST – original bilevel with a timed backup rate. This device has been through several product generations, including the Synchrony platform, the classic platform, and now the PR System One platform. This product without AVAPS is still available on the market and generally sells at a discount to the AVAPS device. All BiPAP ST devices currently have alarms.
 - It is a solid product that is known by everyone involved in NIV. When moving to the PR System One platform, the maximum pressure was reduced from 30 cm to 25 cm. There have been some complaints about this, but no apparent loss of market share.
 - Along with all other PR BiPAPs, has Digital AutoTrak technology to automatically compensate for leak and adjust trigger and cycle settings. Customers appreciate the perceived ease-of-use of these technologies.
 - Pricing: U.S DME pricing is approximately \$1,500 - \$2,000.
- BiPAP AVAPS – With the technology originally developed and market tested in Brazil, the AVAPS algorithm was originally released on the Synchrony platform. When brought to the U.S. in about 2008, it was quickly moved to the classic platform, and recently migrated to the PR System One platform in January of 2010. AVAPS is an automated algorithm that allows clinicians to enter a target tidal volume and beginning pressures. The algorithm then adjusts pressures in order to achieve the programmed target tidal volume.
 - Many clinicians like the algorithm because it is familiar to the process that they have used in a hospital environment with volume ventilators. The table that Philips provides is also based on a familiar heuristic for approximating the appropriate tidal volume, using 8ml/kg of ideal body weight. The clinician simply needs to know the patient's height and can reference the table to find the ideal body weight and starting target tidal volume.
 - AVAPS enjoys a premium price in the market and is favored by many clinicians. However, there are still a significant number of physicians and RT's who prefer to set the pressures themselves.
 - PR is promoting AVAPS as a further simplification to patient care. "Better patient care is now automatic". They are promoting simplification and a sense of security that the patient will always receive the tidal volume that they need.
 - Pricing: U.S. DME pricing is approximately \$1,800 - \$2,200

ResMed Devices

- VPAP ST-A – To be launched in August with iVAPS.
- VPAP ST – Currently available on the S9 platform, the ST products have stayed more current than the ST-A device. It does not have alarms and can run on the same hardware platform as the non backup bilevels (VPAP S and VPAP Auto). Sells at a small discount to the VPAP III ST-A.

- The current version of the ST will NOT offer iVAPS. A new version with iVAPS will not be available until after the iVAPS launch in August. In our CPL and FPL materials, the ST will be included as the economy option.
- In the US, many customers favor the simplicity of the device without the alarms and sharing a common platform with the OSA and high volume VPAP products.
- Offers many competitive advantages relative to the competition, including Climate Control, Easy-Breathe motor technology, detailed data download capabilities, and superior on-screen information.
- Along with all ResMed bilevels, offers VSync automatic leak compensation and TiControl customization features. Clinicians who understand these features like having all of the customization capabilities that TiControl offers.
- One competitive barrier to ResMed products is a perception of complexity. TiControl offers the ability to set bounds on inspiratory time with TiMin and TiMax. There are also 5 sensitivity settings for breath triggering and breath cycling. Finally, there are 17 rise time settings, which allow the clinician to customize the rate that the VPAP increases pressure when transitioning from EPAP to IPAP.
 - Our most recent marketing activities (November 2011 and February 2012) have provided tools to simplify setup. We'll continue these efforts through the iVAPS launch.

3. Audience and Message

	Homecare - HME Audience	
Audiences	Business Owner/Manager (influencer)	Respiratory Therapists (influencer)
Competitive set (perhaps a brand, but could also be an ingrained way of thinking)	Phillips Respironics AVAPS	Phillips Respironics AVAPS
Target demos (demography with some sense of how they live and think)	Many of the business owners are clinicians (RRT or MD) that decided to go into business. Others are managers of a hospital DME/hybrid. Those who do substantial ST/ST-A business are patient advocates or balanced leaders. Patient care is a significant motivation for them.	RTs really want to care for patients, but spend most time dealing with troubleshooting, paperwork, and other issues not related to patient care.
Attitudes about the category (how do they view their jobs and themselves within their profession)	The ST and ST-A are good for patients, but the payors make it a difficult choice. I can put out an E0463/4 (Trilogy) with a simple signature from the doc and make a LOT more money. At the end of the day, I provide what the physicians prescribe. This is a small part of my business and it's not worth upsetting referral sources to save a few bucks or go through the hassle of flipping scripts.	I enjoy caring for patients. Sometimes it's a challenge doing all of the other aspects of the job, but I really enjoy finding the right solution for a patient or solving a tough problem. I wish CMS and other insurers didn't make it so complicated to qualify the patients who need this treatment.
Attitudes toward our offering (no one just buys something; there is always some resistance. What is it for our brand?)	ResMed STs and ST-As are great products, but with Philips Respironics, I have more options in a single device. I have used the ResMed S8 and now with the S9 they are very competitive from both price and performance perspective. AVAPS is perceived to be very simple. iVAPS is a better algorithm, but how does it work? What evidence/studies support its efficacy?	ResMed makes great, premium products. Nobody makes better masks. Their machines are designed well and are reliable. If I were setting up my mother on CPAP I would choose ResMed. For NIV, their recent offerings are better. BiPAP is still the standard, but I like the ResMed product too.
Emotional Benefit (what emotional benefit they derive)	Reduce anxiety over callbacks and follow-up patient visits. Relief that iVAPS will help reduce operational requirements for the HME.	Confidence that patient will be setup correctly and easily. Confidence iVAPS is working for the patients.
Reason to believe (what is there about our offering that allows them to believe; one thing)	Automatic adjustments are made quickly and accurately with iVAPS.	iVAPS targets alveolar ventilation meaning it delivers better therapy under all conditions compared to AVAPS.
Call to action	Dispense iVAPS on the ST-A for homecare	Setup patients on iVAPS

Homecare – Sleep Lab Audience			
Audiences	Pulmonologists/Physicians (Decision Maker)	Business Owner/Manager (influencer)	Technicians (influencer)
Competitive set (perhaps a brand, but could also be an ingrained way of thinking)	Omnilab with AVAPS	Omnilab with AVAPS	Omnilab with AVAPS
Target demos (demography with some sense of how they live and think)	Male and female, typically 35+ They try to balance the needs of the patient, the caregivers, and the insurance/payor.	Slightly more male than female, 45+ Many are actually physicians as well as lab owners	50/50 male/female Younger 20-40 yrs Night shift, high burn-out, turnover is high
Attitudes about the category (how do they view their jobs and themselves within their profession)	Like the concept of AVAPS because it automates some of the therapy and reduces the chance of insufficient ventilation. If a patient can be treated with NIV, it is a good option. More patients should be treated with NIV because it is less disruptive both short term and long term and it significantly reduces risk of infection and other complications.	Their business is under threat from home sleep testing and required pre-authorization for payors. The NIV/iVAPS patients, however, are patients who can't use home sleep testing; they always have to go to the lab for testing. The lab <i>can</i> build a core business around NIV/iVAPS patients.	Want devices and software that are easy to use. Allow them to do their job quickly and correctly, but aren't overwhelming or complicated.
Attitudes toward our offering (no one just buys something; there is always some resistance. What is it for our brand?)	ResMed makes great masks and sleep machines. I am aware of their VPAP bilevels, but have never really taken the time to understand all of their settings or prescribe them. They don't think in terms of alveolar ventilation; we need to explain that's what iVAPS does and why it's better.	Labs are not aware of iVAPS.	Don't know much about ventilation, much of the iVAPS features aren't second nature to the techs. Education barrier.
Emotional Benefit (what emotional benefit they derive)	Be confident they have right therapy for the patient. (need clinical evidence that iVAPS is right choice for the right patient)	Sense of security: - They can satisfy their customers (physicians) if they use iVAPS. - iVAPS patients will NOT be able to use home sleep testing, so can be considered a core patient base	Have confidence they're doing their job right. Titrate right patient on iVAPS. Want it to be easy to set up and titrate patient. Need clear feedback if therapy is right.
Reason to believe (what is there about our offering that allows them to believe; should be one thing)	Alveolar ventilation and intelligent backup rate are key advantages over AVAPS to provide optimal therapy for each patient. You can rest assured that patients go home on the right therapy and aren't readmitted.	iVAPS is what my customers want and what will benefit my business.	iVAPS features make it easy to titrate patients correctly.
Call to action	Script iVAPS	Update EasyCare Tx software or convert to VPAP Tx Titration solution to get iVAPS.	Train on iVAPS titration protocol. Use VPAP Tx to titrate patients who need NIV.

4. Key Message/Idea

Why choose average when you can choose intelligent?
Explain value of iVAPS through three key features: intelligent, personalize, automatic

5. Creative Strategy

- **Product** – Using the actual features of the product or brand, or the benefits from those features, as the strategy. Price can be in this strategy as well. This strategy is most often used when the brand or product has a real,

meaningful performance advantage. Meaningful is the operative work. If it's not meaningful, it's not going to work. Examples: M&Ms melting in your mouth not in your hand. Hyundai offering a 10-year warranty.

6. Tagline

iVAPS campaign: Why choose average when you can choose intelligent?

- Testing message with air bubble, should have results by 3/9.
- Testing in the US (France, Germany and UK – TBD).

Continue use of existing Respiratory Care tagline: Making quality of care easy.

7. Product Features & Benefits/Value Propositions

Three key features:

1. Intelligent: Intelligent technology targets alveolar ventilation and the respiratory rate. An intelligent Back-up Rate (iBR) provides maximum opportunity for the patient to spontaneously trigger the device, while matching the back-up breath to the patient's actual breath when required.
2. Personalized: Personalizing therapy for each patient is made easy. iVAPS learns the patient's alveolar ventilation and sets targets accordingly.
3. Automatic: Monitors and adapts to the patient's changing needs, minimizing sleep disruption. iVAPS provides rapid, yet gentle automatic pressure support that is quick enough to maintain stable alveolar ventilation and smooth enough to avoid sleep disruption during nocturnal therapy.

8. Product Blurp

25 words*	50 words	100 words
Copywriter to complete		

9. Product Codes

S9 VPAP ST-A 36039
 S9 VPAP ST-A + H5i 36049
 S9 VPAP ST-A + H5i + ClimateLineMAX 36059
 S9 VPAP ST 36008
 S9 VPAP ST + H5i 36018
 S9 VPAP ST + H5i + ClimateLine™ 36028
 H5i Heated Humidifier 36900
 SlimLine(tm) tube 36810
 Standard tube 14987
 ClimateLine(tm) tube 36995
 ClimateLineMAX tube 36997
 Oximeter adapter 36940
 S9 Complete Oximetry Kit 369100
 DC/DC Converter 24V/90W 36970
 ResMed Power Station (RPS) II 24923
 RPS II DC Cable 24961
 RPS II 90W Power Supply 36821
 S9 SD Card Reader 36931

10. Product Trademarks*

Copywriters to specify.

11. Deliverables*

April 1 CPL – ST-A					
Description of Piece w/ Part No.	Person Responsible	Translate?	Due Date	Print Quantity & Cost	Notes
Print Collateral					
Comprehensive iVAPS brochure	US marcom	no	complete	PDF only	Pull content from Sydney pieces: Base on Sydney produced piece, 1013623, 1014300, 1015356. Add content around: -How does it work? -What clinical evidence exists? Add references to published clinical studies which Candy has provided. Add sleep lab messaging regarding titrating on iVAPS.
ST-A/ST Fact Sheet for PDAC	US marcom	no	complete	PDF only	Base on Sydney produced piece 1015356. Make minor adjustments to part numbers and tech specs.
Multi-Media					
iVAPS video/tool	Syd marcom	no	3/30/2012?	Drew approved \$	Repurpose ventilation animation. Std video version available start of CPL (April) Interactive tool will be available for FPL
iVAPS presentation for iPads	US marcom	no	complete	PDF only	Base on Sydney sales cards, 1014915. Landscape orientation.

May-June Teaser – Associated with ATS (May 18-23) and Sleep (June 9-13)					
Description of Piece w/ Part No.	Person Responsible	Translate?	Due Date	Print Quantity & Cost	Notes
Email					
<p>Teaser 1</p> <p>Rental lists from publications:</p> <p>Advance for Resp Care & Sleep Med</p> <p>Resp & Sleep Mgmt</p> <p>Sleep Review</p> <p>RT for Decision Makers in Respiratory Care</p>	US marcom LYON	no	<p>Sleep Review : 6/7</p> <p>Others: 6/5</p> <p>Complete</p>	~\$7500	<p>Size: 200px648p</p> <p>Message:</p> <p>Head and subhead: NIV is about to become more intelligent. A breakthrough in NIV therapy is coming. Base around titration and treatment challenges for which ResMed can offer a solution. Use intelligent air messaging...what makes air intelligent. ResMed offers an intelligent solution to improve titrations, etc.</p> <p>CTA:</p> <p>Register for more information (be the first to know)</p> <p>Secondary CTA:</p> <p>Visit us at ATS and Sleep shows</p> <p>Don't use "why choose average..." taglines, save for launch.</p> <p>Do use bubble imagery.</p> <p>New intelligent option to improve your titrations , sign up to learn more</p> <p>Replace system sell message with intelligent bubble.</p> <p>Need tracking url</p>
<p>Teaser 1</p> <p>ATS Show Leads Email</p>	<p>US marcom</p> <p>LYON</p>	<p>no</p>	<p>June 5 (ATS)</p> <p>June 10 (Sleep)</p>	<p>\$0</p>	<p>No longer needed. Will have laptop at ATS for interested people to register.</p>
<p>Teaser 1</p> <p>RMD Sleep Lab & HME opt-in lists</p>	US marcom LYON	no	<p>June 5</p> <p>Complete</p>	\$0	<p>Same content as rental list email.</p>
<p>Teaser 2</p> <p>RMD follow-up emails for all those who have registered (both HME and lab)</p> <p>Send ONLY to those who have registered (but all who have registered will also be added to the generic ResMed optin lists)</p>	US marcom LYON	no	<p>July 17</p> <p>complete</p>	\$0	<p>Head and subhead: NIV is about to become more personalized. A new home NIV solution is coming soon.</p> <ol style="list-style-type: none"> 1. Clinical info as presented at ATS (need input from Drew) 2. Mention iVAPS technology key words and concepts 3. CTA: Get ready for intelligent air. <p>Replace system sell message with intelligent bubble.</p> <p>No tracking url required. Metric will be open rate.</p>
<p>Teaser 3 for HMEs</p> <p>ONLY to those HMEs who have registered (but all who have registered will also be added to the generic ResMed optin lists)</p>	US marcom LYON	no	<p>August 8</p> <p>complete</p>	\$0	<p>Head and subhead: More intelligent. More personalized. More automatic. A breakthrough in NIV therapy is coming.</p> <p>Value statement for HME</p> <p>ResMed's intelligent air will help reduce callbacks for ineffective and uncomfortable therapy.</p>

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Teasers 3 & 4 for Sleep Labs ONLY to those Sleep Labs who have registered (but all who have registered will also be added to the generic ResMed optin lists)	US marcom LYON	no	August complete August 14	\$0	<p>CTA: get ready for intelligent air. Replace system sell message with intelligent bubble. No tracking url required. Metric will be open rate.</p> <p>Aug 7 – upgrade your EasyCare Tx system</p> <ol style="list-style-type: none"> 1. Head and subhead: NIV is about to become more automatic. A new home NIV solution is coming soon. 2. Prepare your lab for quick and easy titrations on iVAPS 3. Upgrades begin August 13 (confirm date with Drew and Denise) 4. CTA: Click here to request an appointment 5. User simply needs to click button in email and then a confirmation web page will open with their name and contact info. as well as notice that an RCS will contact them to schedule. There is no second registration page required. <p>August 14 – reminder to upgrade your EasyCare Tx system</p> <ol style="list-style-type: none"> 1. Head and subhead: More intelligent. More personalized. More automatic. A breakthrough in NIV therapy is coming. 2. Prepare your lab for quick and easy titrations on iVAPS 3. Upgrades are under way now 4. CTA: Click here to request an appointment <p>Need tracking urls</p>
Web					
Landing/Registration page for teaser 1	US marcom LYON	no	June 4 Complete	\$0	<p>Size: 800p wide Include flash animation for banner which Lyon created. Initial registration page: Register for updates on ResMed's intelligent air. They will be registered for the rest of the iVAPS emails as well as for the ResMed opt-in list. Include questions on business type and segmentation. Include only teaser content. resmed.com/intelligentniv</p>
Landing Page/Confirmation page for teaser 3 and 4 for Sleep Labs	US marcom	no	August 6 8/17, 8/31 complete	\$0	<p>Two options presented on landing page:</p> <ol style="list-style-type: none"> 1. Submit form to have an RCS contact you to schedule an upgrade. (confirmation page notifies registrant that they will be contacted

May-June Teaser – Associated with ATS (May 18-23) and Sleep (June 9-13)					
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					<p>over the next several weeks.)</p> <p>2. Upgrade on your own by taking one of the following webinars. Can we have them register for the webinar here? (Send a confirmation email for the webinar they chose.)</p> <p>Tues, Sept 11th sleep lab Weds, Sept 12th HME Tues, Sept 25th sleep lab Weds, Sept 26th HME Tues, Oct 9th, sleep lab Weds, Oct 10th, HME</p> <p>People can select both of the above options, but we don't want to advertise this. Copy should encourage the self-service option. This is for the Teaser 3 and 4 for Sleep Labs ONLY. It is the page that comes up when they click on "yes I want to upgrade" in the email. We will ask them to provide a phone number and their zip code in addition to the other form fields on the initial registration form. Registrants will be provided to Denise (and Drew) so the RCS team can schedule upgrades. Pull registration lists on 8/17 and 8/31.</p>
Settings calculator (online, on disc, emailable version, download version) (107200)	US marcom	no	August 31 (part of FPL)	\$935 Disc Qty: 1250	<p>Develop an online calculator that labs use to determine appropriate settings for specific patients. Include link to download the calculator to the sleep labs desktop? Or simply a shortcut icon? Create an emailable version of the calculator. Offer online and through a disc. Link the calculator off the RMD.com NIV pages. resmed.com/ivapscalculator is the vanity url for RCSs to tell customers. Will include vanity url on disc artwork as well. Waiting on Sydney to validate the calculator.</p>
Give-away					
Tradeshow & Sleep Lab give-away (113233 for inventory version only)	US marcom LYON	no	complete	200 for ATS 500 for Sleep 500 for inventory 1200 total \$3518.97 Run ATS and Sleep	<p>For ATS, Sleep and for RCSs to provide to labs who complete upgrade/training. Recommend a different or updated give-away for FPL that includes complete tagline. Use bubble, What makes air intelligent? resmed.com/intelligentair</p>

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				give-aways on separate non-inventory POs.	
Tradeshows					
ATS (May 18-23, San Francisco)	Events/marcom	no	May 18-23 complete	n/a (under tradeshow budget)	Will present two studies that validate technology of iVAPS. Clinical study presentation at the show. Round balloon: (best for tradeshow?) 7 d +shipping http://www.epromos.com/product/8836915.html
Sleep (June 9-13, Boston)	Events/marcom	no	June 9-13 complete	n/a (under tradeshow budget)	Checking with events team about an email list. Lunch product presentation at the show. Round balloon: (best for tradeshow?) 7 d +shipping http://www.epromos.com/product/8836915.html

August 31, 2012 FPL – Launch of VPAP ST-A with iVAPS, VPAP Tx with iVAPS (EasyCare Tx upgrade); (Stellar 150 through CareFusion in November?)					
Description of Piece w/ Part No.	Person Responsible	Translate?	Due Date	Print Quantity & Cost	Notes
Photography					
New lifestyle photo shoot	Candy/Syd marcomms	n/a	complete	\$15k approved by Drew	Will focus on bedroom environment, preparing for sleep, packing suitcase Have OHS and NMD patient photography. Best to focus on NMD patient images per Drew.
Print Ads					
Respiratory Care and AARC Times	US marcom	no	AARC: 7/23 complete RC: 8/10 complete (Sept issues)	\$5,000 total (\$2500 each pub, each issue)	September issue only. full page, 4 color While we can include a QR code and vanity url along with the offer, we don't expect a huge response from the print ads. Need QR code. Need vanity urls: AARC Times - www.resmed.com/intelligentbreath Respiratory Care – www.resmed.com/intelligentcare
Quest (MDA/ALS)	US marcom	no	8/23 Fall issue (Oct-Dec) complete	\$3343	This is a quarterly publication. We would place space in the fall issue, Oct-Dec. This is a mixed audience that includes a large percentage of patients as well as physicians and

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					caregivers. full page, 4 color While we can include a QR code and vanity url along with the offer, we don't expect a huge response from the print ads. Need QR code. Need vanity url: www.resmed.com/intelligentquest
IVUN	US marcom	no	7/31 complete	\$0 (included in annual sponsorship)	Submit sponsor copy and image and editorial. Patient, caregiver and physician audience. Art and editorial are due by 7/31. This is for the September issue. http://www.ventusers.org/edu/valnews/val_25-6dec11pall.pdf (See back page of publication for sponsor ad.) 55-60 words for back page, plus logo, product image and link.
Give-away					
Magicube	US marcom	n/a	Art by 6/4 8/15 waiting to be inspected and put into inventory	\$10,248.14 Qty: 1500 (120 RCS kits) (1380 inventory)	Circle magicube: 5 weeks production time http://www.magicubes.com/product/promotional-trade-show-gifts-unique-business-gift-ideas/65 Price includes tax and freight.
Offer					
Tool that explains options for settings (see below for more detail)	US marcom	?	8/27	see print section	Tool that show clinicians three paths to establishing proper settings for patients: learn targets, lab titration, set ml or tidal volume (reference settings calc for this last option, resmed.com/ivapscalculator). Include vanity url: www.resmed.com/niv (This url just goes to the NIV pages on RMD.com, so it doesn't need to be tracked as a launch deliverable.)
eTOC/Online Ads					
Quest (MDA/ALS) banner ad	US marcom	no	8/23 Quarterly run	\$450	Patients are part of the audience as well as caregivers and physicians. Need a CTA that work for all audiences. <ul style="list-style-type: none"> - Rectangle, 240x200 - Gif, jpeg, swf at 20k - 30k for rich media, 15 sec animation (Flash source file (.fla) has to assign a clickTAG variable using a get URL button action. They also have to make sure that they have

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					selected_blank for a target so it opens in a new window.) - RGB, 72 dpi - Art due 8/23 Need tracking url
AJRCCM sponsorship	US marcom	no	8/24	\$5000	Low click through rates, quite expensive. Suggest not continuing.
Canadian Respiratory Journal sponsorship	US marcom	no	8/21	\$2000	Physician targeted offer - Canadian Respiratory Journal \$1750 - Circulation 13,000 - Silver Sponsorship for September - Banner 120x660 - No flash or animation - Art due 8/21 Need tracking urls
Pediatric Pulmonology eTOC	US marcom	no	8/24	\$400	Fairly high click-through rates. Suggest tailoring the offer to pediatric physicians.
Clinical Pulmonary Medicine eTOC	US marcom	no	8/17	\$300	Physician targeted offer. - Clinical Pulmonary Medicine Journal: \$300 - Circulation 581 - eTOC, 160p x 600p - Art due on 8/17 - eTOC for Sept issue Need tracking url
Clinics in Chest Medicine eTOC	US marcom	no	8/13	\$1250	Physician targeted offer. - Clinics in Chest Medicine: \$1250 - Circulation 3000 - eTOC, 160p x 600p - max 40k - Art due on 8/20 - eTOC for Sept issue? Need tracking url
Email					
Rental lists from publications: Advance for Resp Care & Sleep Med Resp & Sleep Mgmt Sleep Review RT for Decision Makers in Respiratory Care	US marcom	no	Sleep Review: 9/10 L: 9/11 R1: 9/18	Advance: \$2400?? Resp & Slp: \$3700 SR: \$3500 RT: \$3500 Total: ~\$13,100	Launch email plus one reminder. CTA: Register to receive a tool that explains alveolar ventilation to your patients. Need tracking url
RMD opt-in lists HME and Sleep Lab	US marcom	no	L: 9/5 R1: 9/18	\$0	Launch email plus one reminder. CTA: Register to receive a tool that explains alveolar ventilation to your patients. Need tracking url

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SFDC email	US marcom	?	8/31	\$0	Launch email Need tracking url
Direct Mail					
HME News mailing piece to 7500 HMEs	US marcom	no	8/30 mail 9/10	\$150 (using existing credit from HME News)	Need specific piece for the mailing. Message: For the DME we would need a value proposition around better care, compliance through our comfort features, and reduced long term follow-up activities due to the automatic nature of the algorithm. Details on mailing list: The mailing list is done through HME News' fulfillment house. 7500 recipients. Need to send a signed list rental agreement with HME News stating we will only use the names once and a rough copy of the mail piece. The names are emailed to your mail-house, takes 5-7 working days to receive. The mail house charges \$150.00 to run the list. Vanity url: www.resmed.com/intelligentsupport CTA: signup for our upcoming iVAPS webinars
Social Media					
Facebook advertising to NMD	US marcom	no	9/5-9/28	\$1000 cap	Run for one month. 9/5-9/28 Be sure to mention that iVAPS is approved for patients over 30 kg/66 lb, i.e. it's not a pediatric product. Need tracking url Brian's research has determined: Estimated target audience is 103,210, which means a click through rate of .04% would generate 412 clicks. Muscular Dystrophy Association Muscular Dystrophy MDA Labor Day Telethon Spinal Muscular Atrophy Mysasthenia Gravis Myotonia Duchenne Muscular Dystrophy Huntington's Disease Facioscapulohumeral Muscular Dystrophy Dystrophin

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					Amyotrophic lateral sclerosis kyphoscoliosis Spinal Cord Injury (SCI) ALS Association (Brian – Can we add this?) Denise has approved this list.
LinkedIn Group Advertising?	US marcom LYON	no	8/30		
Web Site					
NIV web page updates	US marcom	?	8/30	\$0	Add ST-A with iVAPS, iVAPS tab. Add iVAPS video.
Landing/registration page	US marcom	no	8/30	\$0	Review benefits of iVAPS. Include iVAPS video. CTA: Register to receive one of two settings tools. Include opt-in question. Add link to promo video when Graham sends updated version.
Lab and HME webinar registration pages and emails	US marcom	no	8/28	\$0	Create page where lab and hme can register for iVAPS training webinars. Don't send out Lab invite to optin list until after the launch. Drew, Denise, Jenny to notify when it's needed.
Stellar Series microsite	US marcom	no	8/30		CareFusion is not launching Stellar 150 until maybe November.
Multi-media					
Mobile friendly settings calculator?	US marcom	?	8/30	\$TBD	Allen will do some testing to see if the current web calculator can be adapted for use on mobile devices.
iVAPS promo video	Sydney marcom/US marcom	?	8/31	n/a	Graham is working to face the audio to silence at the end. Will add to landing page and RMD.com pages.
ST and ST-A product tour online tool	Sydney marcom	?	complete	n/a	Available to sales reps. Will add to RMD.com NIV pages
Update excellence in NIV video??	Sydney marcom	no	7/15		
Update sales presentation	US marcom	?	8/31	n/a	Update messaging focus per discussions with Drew. Add snippets of introductory video that explain alveolar ventilation.
Print Collateral					
Comprehensive brochure (ST-A w/ iVAPS, ST) (1015529)	US marcom	?	8/31 (pdf) 9/7? print	\$TBD Qty: 2500	Update with focus shifts per discussions with Drew.

August 31, 2012 FPL – Launch of VPAP ST-A with iVAPS, VPAP Tx with iVAPS (EasyCare Tx upgrade); (Stellar 150 through CareFusion in November?)					
Description of Piece w/ Part No.	Person Responsible	Translate?	Due Date	Print Quantity & Cost	Notes
				2300 inventory 200 RCSs	
Update Settings Guide (1015074)	US marcom	?	8/31 (pdf) 9/7? print	\$TBD Qty: 2500? 2300 inventory 200 RCSs	Usage: 400 per month. Create a separate section for iVAPS settings. Add iVAPS technology overview. Updated setup screen shots to add separate section for iVAPS. Note that the current screen shots apply to ST and S modes, and that the new screen shots apply to iVAPS mode. Need a separate tab for iVAPS. On each disease state tab add “consider using iVAPS technology”. On the iVAPS settings tab note that RiseTime and TiControl settings can be found on the appropriate disease state tab. Need feedback from product team.
NIV patient brochure	US marcom	no	8/30		
Tool that explains options for settings 1015695	US marcom	?	8/31 (pdf) 9/7? print	\$4482 Qty: 5000 3000 inventory 2000 reps	Tool that show clinicians three paths to establishing proper settings for patients: learn targets, lab titration, set ml or tidal volume (reference settings calc for this last option, resmed.com/ivapscalculator). Include vanity url: www.resmed.com/niv (This url just goes to the NIV pages on RMD.com, so it doesn't need to be tracked as a launch deliverable.)
Script Stamp?	US marcom	no	n/a	TBD	unlikely that we'll produce
Script	US marcom	yes	8/32 (pdf)	n/a (pdf only)	Updating script pad as part of Adapt and iVAPS launches.
Public Relations					
Editorial outreach					
AARC Times Respiratory Care Sleep Diagnosis & Therapy Respiratory Therapy RT for Decision Makers in Resp Care? Others?	US marcom	n/a	Sept.	\$0	Drew has provided two case study options (one from Gary Hamilton, one from Daniel Ray). Use case studies in brochures and other materials? Use case studies for editorial outreach?
Displays					
Poster?	US marcom LYON	no	7/15		
Mailing to RMD Sales Reps					

August 31, 2012 FPL – Launch of VPAP ST-A with iVAPS, VPAP Tx with iVAPS (EasyCare Tx upgrade); (Stellar 150 through CareFusion in November?)					
Description of Piece w/ Part No.	Person Responsible	Translate?	Due Date	Print Quantity & Cost	Notes
Package of materials	US marcom	n/a	mail wk of 9/4		Supply kit for reps: 1 – magic disks 10 – Comprehensive Brochures 5 – Settings tools (post-its) 10 – Settings Guides Need mailing list.

12. Tone (notes on copy, design and photography)

Use existing ventilation design templates (u-curve).
Use air bubble from European produced video to represent Why choose average... theme.

13. Schedule*

CPL: April 1 (ST-A in US)
Rep training: At ASM
FPL: August 31, 2012

14. Budget*

Cost Center: MPV
Budget: Costs will be approved as needed.

15. Team*

Copywriter – Jamie Austria
Graphic Designer – William Valencia, Nicholas Possedi
Marketing Technology – Alen Glina, Joel Koch
Project Manager – Melissa Lafranchise

16. Approvals*

Drew Terry

17. Notes/Questions
