

CryoLife MarCom History

Hired September - 2014

- ▶ Same month as Pat Mackin, new CEO
- ▶ Hired as Trade Show Manager, working for VP of Marketing, Bruce Anderson (Founder's Son)
- ▶ Two Reports: Trade Shows Coordinator, Web Master (hired but not present)
- ▶ Trade show management was a two person job, 130 meetings per year, paper folders, no automation
- ▶ Brand Identity was a 5 page brochure, fonts and color only
- ▶ Product managers were independently producing assets from several different agencies
- ▶ Spend over \$425K annually with Boyd agency in CA
- ▶ Outdated Web Site 1.0 hosted internally, new site under construction by subcontractor SolutionBuilt
- ▶ Outdated "App" for presentations and collateral distribution, cost \$6K per quarter to maintain, also by SolutionBuilt

October - 2014

- ▶ New Web Master arrives, Nathan Williams
- ▶ Placed Web Master in charge of new site development, single point of contact with SolutionBuilt

December - 2014

- ▶ Finished first iteration of Trade Show Database: Application allowing one person to organize all but the largest shows: STS, AATS
- ▶ Promoted to Marketing Communications Manager
- ▶ Began designing trade graphics and brochures in house

January - 2015

- ▶ Attended first major trade show STS in San Diego
- ▶ Our exhibit was sparsely attended, too much space dedicated to laser and presentations, no hospitality
- ▶ SolutionBuilt launched Web Site 2.0, buggy, rolled back to 1.0

February - 2015

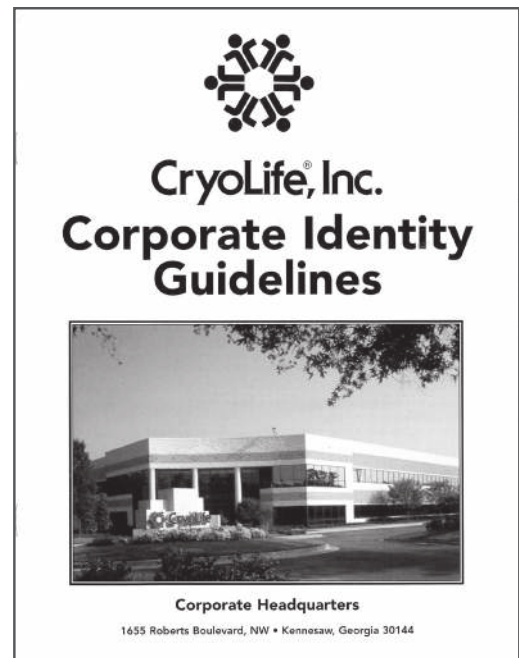
- ▶ First Global Marketing Meeting in US
- ▶ Agreed to update brand guideline, compromise of EU and US Guidelines previous version

March - 2015

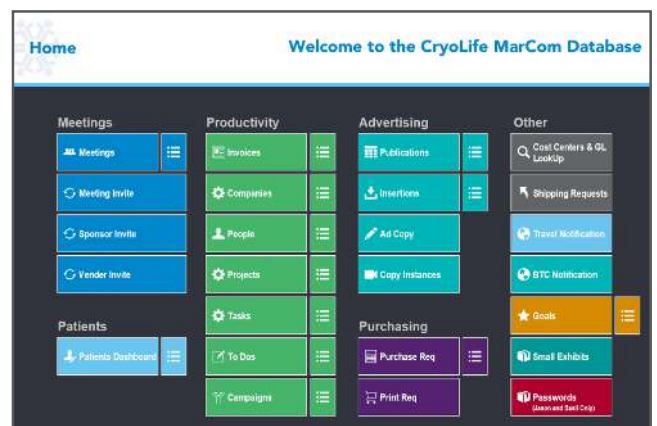
- ▶ Web Site 2.0 finally ready for prime time
- ▶ Fired SolutionBuilt

May - 2015

- ▶ AATS in Seattle
- ▶ Exhibit sparsely attended, decision made to completely remake the exhibit for STS 2016
- ▶ Presented new brand guidelines 2.0 to EU,



First Brand Guidelines - 5 Pages



MarCom database allowed 1 person to do the job of 2



2015 exhibit design, presentations not a draw, laser took up too much space, no hospitality

June - 2015

- ▶ Pitched Pat on bringing all print and digital production in house
- ▶ Move saved \$425K in first year
- ▶ Received approval to hire two new people, print and Digital designer

September - 2015

- ▶ My boss Bruce Anderson, VP of Marketing leaves the company
- ▶ My new boss is Ashton McKinney, Director of Marketing

December - 2015

- ▶ Print Designer, Allison Joined Team
- ▶ Digital Designer, Jason joined team
- ▶ Jason begins work on replacement for the "App" - ShowCase Workshop
- ▶ Allison begins work on finishing a comprehensive brand guidelines 3.0

January - 2016

- ▶ STS Phoenix, AZ, introduced new "Anatomy" exhibit
- ▶ New exhibit immediate hit with surgeons, many take pictures in front of anatomy

May - 2016

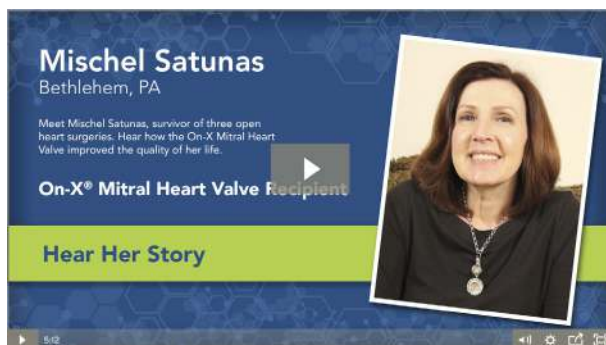
- ▶ AATS Baltimore, again, booth traffic up considerably from 35 scanned badges in 2015 to over 400

June - 2016

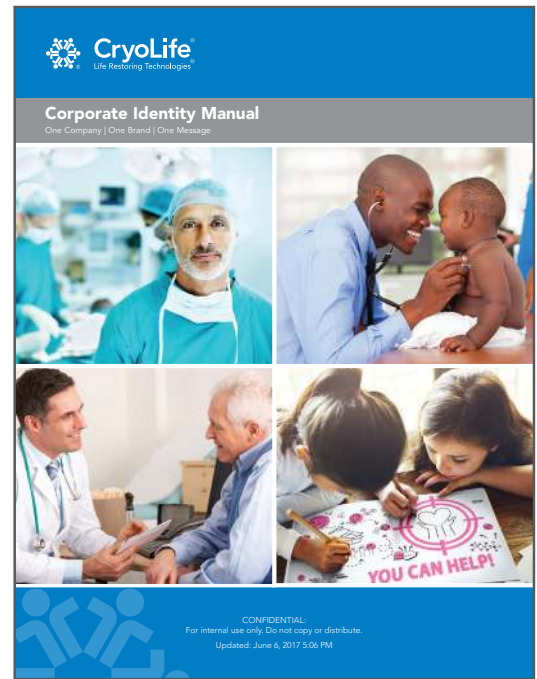
- ▶ Outsourced web server to WPEngine, obsoleting Web Master's stack skill set
- ▶ Propose Web Site 3.0, complete rewrite, new foundation, to be developed jointly by Web Master and Digital Designer

July - 2016

- ▶ First in-house patient interview, video and story Mischell Satunas



- ▶ Pat suggests hiring an outside firm for a direct to patient strategy, orders we interview at least 3 firms and make recommendation



2015: first truly Global Brand Guidelines 3.0 published



2016 exhibit design, introduced at STS, Phoenix, anatomy concept, w hospitality



AATS 2017, Boston, the last appearance of the "anatomy towers"

October - 2016

- ▶ Begin work on Project Styx (On-X acquisition)
- ▶ Interview Adrian Hines, Vayner Media, 352 Consultants
- ▶ ShowCase Workshop replaces "App"

December - 2016

- ▶ On-X acquisition announced
- ▶ Basil, Mark Yosic, Jason present results of on "direct to patient" agency search
- ▶ We propose hiring 3 more people in lue of an outside agency, video editor, writer, On-X marketing specialist

January - 2017

- ▶ STS Houston

April - 2017

- ▶ AATS Boston
- ▶ After AATS, Pat expresses interest in large graphics of products instead of anatomy

May - 2017

- ▶ Writer, David Layman Joined Team
- ▶ Video Editor, Matt Rodgers Joined Team
- ▶ Second Gobar Marketing Meeting in Gilford, UK
- ▶ Decision taken to explore one exhibit designer for EU and US

June - 2017

- ▶ HeartValveChoice, first direct to patient site and AdWord campaign goes live
- ▶ HVC immediately begins generating 2 patient leads per day

August 2017

- ▶ Project Jolly (JOTEC acquisition) begins, assets required include videos of both CEOs and micro site

October - 2017

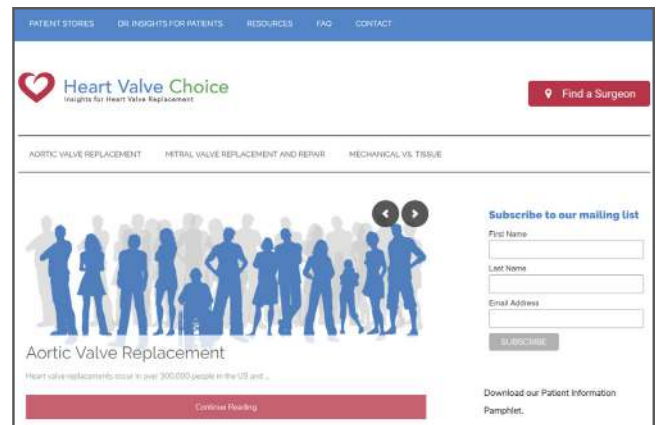
- ▶ EACTS unification meeting Vienna
- ▶ BlueSky Meets EU marketing people

December - 2017

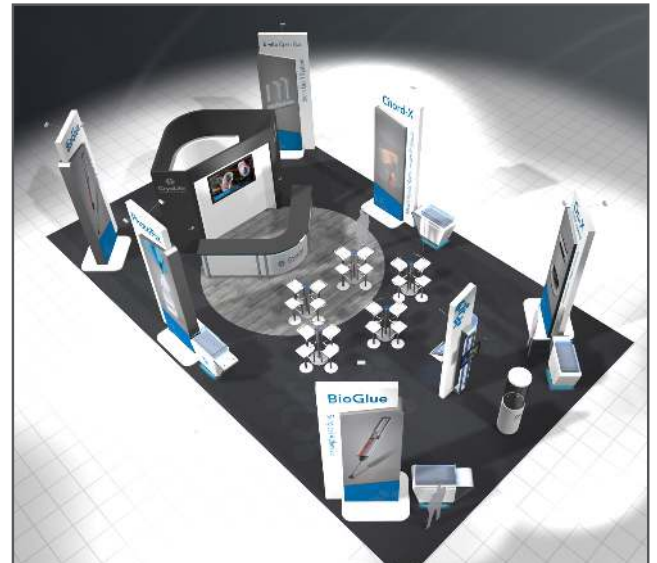
- ▶ Acquisition of JOTEC announced
- ▶ All global ambitions on hold due to merging of marketing departments
- ▶ Pat announces On-X valve 9% market share increase stolen from competitors

January - 2018

- ▶ Launched BTC
- ▶ STS Fort Lauderdale



HeartValveChoice.com, our first direct to patient site and campaign generates 6.63 patient leads per day



2018 exhibit design, anatomy concept scraped in favor of large product graphics Pat prefers, w hospitality



The 2018 exhibit features the large product images Pat prefers

April - 2018

- ▶ Budget cuts require layoff of Web Master, and Video Editor
- ▶ Trade Shows Coordinator resigns to accept Manager position at another company, Sandy assumes small show responsibilities

June - 2018

- ▶ HeartPainRelief.com patient site and AdWord campaign launches
- ▶ Two new videos, patient and surgeon
- ▶ Geo fenced to Nashville and Memphis

August - 2018

- ▶ TheRossProcedure.org patient site and AdWord campaign launches
- ▶ 3 new patient videos
- ▶ 3 surgeon videos

September - 2018

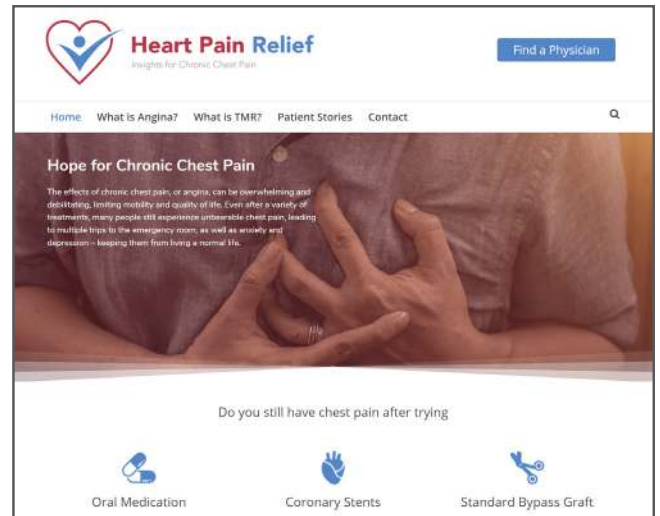
- ▶ On-X leads increase to 6.63

October - 2018

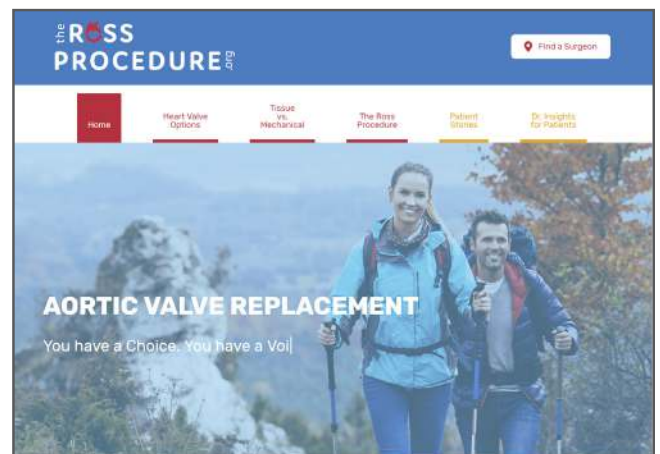
- ▶ Megan Eckerman joins as VP of Global Marketing

January - 2019

- ▶ CryoLife reorganizes, releases entire marketing Communications Department (7 people), hires outside agency



HeartPainRelief.com



TheRossProcedure.com, built to support the Ross Community and CryoValve SG Sales

