

Proactive Marketing Report – Catrin Hollings, 5th March 2018

Mailshots Last 3 months						
Product	Product Area	Region	No	Type of Mailing	Completed date/month	Departments Involved
Calendar 2018 Medical			1931 12 RTS (as of 02/01/2018)	Postal	December 2017	Marketing Accounts Goods Out
Calendar 2018 Automotive			101	Postal	December 2017	Marketing Accounts Goods Out
VM-2101 and VM-2105	EBME	UK	442	Postal	Feb 2018	Marketing
R-48V	Lost Customers MAX-3, Current customers MAX-3	UK	70	Postal	Feb 2018	Marketing
Medical Oxygen Sensors	Medical Oxygen Sensors Theatres	UK	62	Email	Feb 2018	Marketing
R-48V	Lost Customers MAX-3, Current customers MAX-3 (Theatres)	UK	62	Email	Feb 2018	Marketing
Infant Resus	Infant Resus Catalogue - MaternityDeliveryLabour	UK	56	Email	Feb 2018	Marketing
2018 Mailing Plan						
Month	Leaflet/Letter		Type	Location	Mailing Group	
January 2018	Infant Resuscitation Catalogue		Postal	UK	MaternityDeliveryLabour	
	VM-2101 and VM-2103		Postal	UK	EBME	

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February 2018	Capnograph/VersaStream	Postal	UK	A&E/Ambulance/Air Ambulance
	Infant Resuscitation Catalogue	Email	UK	MaternityDeliveryLabour
	VersaStream LLM Resp Oridion	Email	UK	A&E/Ambulance/Air Ambulance
	CO Screen, Check, Pro	Postal	UK	Group to be determined
March 2018	VersaStream LLM Resp Oridion	Postal	UK	A&E/Ambulance/Air Ambulance
	Oxygen Sensors	Postal	UK	EBME
	Maxtec Monitors	Postal	UK	EBME
	AlcoTrue M P C	Email	UK	EBME Police A&E Ambulance Air Ambulance
April 2018	Automotive	Postal	UK	Automotive
	VM-2160 SMARTsat	Postal	UK	EBME
	Pulse Oximetry Sensors	Postal	UK	??
May 2018	MD300 Pulse Oximeters	Postal	UK	Paediatric
	AlcoTrue M P C	Postal	UK	EBME Police A&E Ambulance Air Ambulance
	Capnograph & Viamed VersaStream	Email	UK	A&E Ambulance Air Ambulance
	CO Screen Check Pro	Email	UK	EBME
June 2018	V1000	Postal	UK	EBME
	Posey Products	Postal	UK	SCBU/Paediatrics
	Oxygen Monitors	Email	UK	EBME
July 2018	Temperature Probes	Postal	UK	Theatres EBME
	Microstim DB3	Postal	UK	Theatres
	VM-2160 SMARTsat and sensors	Postal	UK	EBME
August 2018	Flowsensors	Postal	UK	Theatres

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	Automotive	Email	UK	Automotive
September 2018	Eyemax/Neomask	Postal	UK	SCBU/Paediatrics
	Emergency Services Show	Postal	UK	Private Ambulances/Ambulance Trusts (if we attend)
	V1000	Email	UK	EBME
October 2018	Radiant Warmers	Postal	UK	Theatres
	MD300 Pulse Oximeters	Email	UK	Paediatrics
	Temperature Probes	Email	UK	ICU/Theatres/NICU
November 2018	Oxygen Monitors	Postal	UK	EBME SCBU
	Eyemax/Neomask	Email	UK	SCBU
	Microstim DB3	Email	UK	Theaters
December 2018	Calendars	Postal	UK/Orders	Goldmine List
	Radiant Warmers	Email	UK	Theatres