

# Sales Summary 2016 Catrin Hollings

## Marketing Report Catrin September 2016

### Mailshots sent in September

#### Postal Marketing

Product	Product Area	Region	No	Type of Mailing	Completed Date/Month
Eyemax	SCBU Paediatrics	UK	368 225	Post	September 2016

#### Email Marketing

Please note the below opened and bounced figures are only since the date sent to 01/10/16.

Product	Product Area	Region	Nos	Type of Mailing	Completed Date
Flowsensors	ICU 25 opened, 1 clicked, 10 bounced, 1 unsubscribed	UK	157	Email	30/09/16
V1000	EBME 50 opened, 9 clicked, 12 bounced, 1 unsubscribed	UK	228	Email	21/09/16 & 28/09/16
AlcoTrue	Priory Group Rehab 0 opened	UK	31	Email	06/09/16
Emergency Services Show Attendance	Ambulance Trusts Private Ambulances 32 opened, 3 clicked, 23 bounced,	UK	78 99	Email	20/09/19

### Mailshots Sent 2016 to date

Product	Product Area	Region	Nos	Type of Mailing	Completed
Infant Resuscitation Catalogue A5	Maternity Delivery Labour	UK	327	Postal	January 2016
Oxygen Monitoring Catalogue A5	EBME	UK	448	Postal	January 2016
Hb Monitor	Blood Donation Centres	UK	70	Postal	January 2016
Automotive	Intrastats – Potential Distributors	UK	36	Postal	January 2016
Flocap	Theatres	UK	56	Postal	February 2016
Flocap	ICU	UK	122	Postal	February 2016
Posey Products	SCBU	UK	371	Postal	February 2016
Posey Products	Paediatrics	UK	229	Postal	February 2016
Flowsensors	ICU	UK	26	Email	March 2016
Flowsensors	Theatres	UK	86	Email	March 2016

# Sales Summary 2016 Catrin Hollings

Flocap	Theatres	UK	641	Email	March 2016
Automotive Oxygen Sensors	EUR Distributors	Export	45	Email	March 2016
Capnograph and VersaStream	Resuscitation Respiratory	UK	327	Postal	April 2016
Flowsensors	ICU	UK	122	Postal	April 2016
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	April 2016
Posey Products	Kaltz Mailing group - Paediatrics	UK	32	Postal	April 2016
Automotive Lost Customers	Lost Customers – not purchased since 2014	UK	54	Postal	April 2016
Single Patient Use Oxygen Hoods	SCBU Paediatrics	UK	51 40	Email	May 2016
Radiant Warmers	Theatres	UK	79	Email	Kaltz 2/5/16 GM 3/5/16
Capnograph and VersaStream	Private Ambulances	UK	348	Postal	4/5/16
Paediatric MD300 Series	Paediatrics GM Paediatrics Kaltz	UK	40 31	Email	5/5/16 9/5/16
AlcoTrue	Private Ambulance	UK	348	Postal	10/05/16
AlcoTrue	Drug Rehab	UK	151	Postal	10/05/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	39	Email	11/05/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	111	Postal	23/05/16
Oxygen Sensors	EBME	UK	238	Email	27/05/16
AlcoTrue	Private Ambulance Drug Rehab Police	UK	106 105 6	Email	05/06/16 06/06/16 09/06/16
Capnograph	Air Ambulance	UK	109	Postal	08/06/16
MD300 Paediatrics	MD300 Series Catalogue	UK	225	Postal	09/06/16
CO Screen	Private Ambulance Air Ambulance Fire Service A&E Ambulance Trusts	UK	284 109 128 215 137	Postal	13/06/16
CO Baby	Maternity	UK	269	Postal	14/06/16
Capnograph	Air Ambulance	UK	57	Email	27/06/16
Oxygen Sensors	EBME	UK	448	Postal	July 2016
AlcoTrue	ICU	UK	157	Postal	July 2016
Radiant Warmers	Theatres	UK	686	Postal	July 2016
V1000	EBME	UK	449	Postal	July 2016
Capnograph VersaStream	Air Ambulance	UK	48	Email	01/07/16

## Sales Summary 2016 Catrin Hollings

AlcoTrue	Maternity Services	UK	67	Email	03/07/16
AlcoTrue	A&E	UK	5	Email	25/07/16
Automotive	Motorsport Technicians Plane Technicians Mining Technicians Trucking Tyre Technicians Motorsport Distributors Motorsport Technicians	UK	140	Postal	01/08/16
Oxygen Sensors	EBME	UK	238	Email	29/08/16
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	368 226	Postal	02/08/16
Flocap	ICU Theatres	UK	53	Email	31/08/16 30/08/16
Emergency Services Show	Private Ambulances Ambulance Trusts	UK	106 1226	Email	28/08/16 29/08/16
AlcoTrue	Priory Group – Drug Rehab	UK	34	Post	18/08/16
Emergency Services Postcard	Private Ambulances, Ambulance Trust, Fire Services, Police	UK	679	Post	12/08/16
EyeMax	SCBU Paediatrics	UK	368 225	Post	September 2016
Flowsensors	ICU	UK	157	Email	30/09/16
V1000	EBME	UK	229	Email	21/09/16 & 28/09/16
AlcoTrue	Priory Group Rehab	UK	31	Email	06/09/16

# Sales Summary 2016 Catrin Hollings

## Mailshots Planned 2016

Upcoming Month		On Hold Awaiting Sign Off/Review			
Product	Product Area	Region	Nos	Type of Mailing	Planned Date
Pulse Oximetry Catalogue	EBME	UK	448	Postal	<i>Awaiting catalogue to be signed off by SN</i>
Pulse Oximetry Catalogue	ICU	UK	122	Postal	<i>Awaiting catalogue to be signed off by SN</i>
Capnograph and Versastream	Distributors	Export	RS to compile	Email	October 2016
SPU Oxygen Hoods	SCBU Paediatrics	UK	368 225	Post	October 2016
Flocap	ICU Theatres	UK	157 682	Post	October 2016
Temperature Probes	ICU Theatres	UK	34 30	Email	Scheduled 02/10/16
Medica Attendance	Distributors	Export	RS to compile	Email	October 2016 After 14th
Sampling Line S/H	Distributors	Export	RS to compile	Email	November 2016
Microstims	Theatres	UK	682	Postal	November 2016
Posey Products	SCBU Paediatrics	UK	368 225	Postal	November 2016
SMARTsat VM-2160	Distributors	Export	RS to compile	Email	November 2016 After 17th
Microstim DB3	Distributors	Export	RS to compile	Email	November 2016
Viamed Calendars	Selected Group	UK		Postal	December 2016
Temperature Probes	ICU Theatres	UK	157 682	Postal	December 2016
EyeMasks	SCBU Paediatrics	UK	45 38	Email	December 2016
Microstim	Theatres	UK	53	Email	December 2016
Oxygen Sensors/Flowsensors	Distributors	Export	RS to compile	Email	December 2016

# Sales Summary 2016 Catrin Hollings

## Mailshots Planned 2017

UK      Export

### January 2017

- Infant Resuscitation Catalogue – Postal (MaternityDelivery)
- Oxygen Monitoring Catalogue – Postal (EBME)
- Oxygen Sensors – Email (EBME)
- Arab Health
- Automotive
- Infant Resuscitation – Tom Thumb

### February 2017

- Capnograph/VersaStream – Postal (A&E/Ambulance/Air Ambulance)
- Infant Resuscitation Catalogue – Email (MaternityDelivery)
- Finger Pulse Oximeters

### March 2017

- VersaStream LLM/Respironics – Postal (A&E/Ambulance/Air Ambulance)
- Neomask/Phototherapy Hoods

### April 2017

- Pulse oximetry catalogue – Postal#
- Oxygen Hoods

### May 2017

- Capnograph

### June 2017

- Paediatric - MD300 Series Finger Oximeters Catalogue – Postal (Paediatrics/Children's Wards)

### July 2017

- Oxygen Sensors – Postal (EBME)
- Radiant Warmers – Postal (Theatres)

### August 2017

- Oxygen Hoods and Phototherapy – Postal (SCBU/Paediatric)
- V1000 – Postal (EBME)
- Flocap – Email
- *IF EXHIBITING* Emergency Services Show – Email (Private Ambulances/Ambulance Trusts)
- Radiant Warmers – Email (Theatres)

### September 2017

- Eyemax – Postal (SCBU/Paediatric)

### October 2017

- Oxygen Hoods Single Patient Use – Postal (SCBU/Paediatric)
- Flocap – Postal
- Temperature Probes – Email

### November 2017

- Microstims – Postal (Theatres)
- Posey – Postal (SCBU/Paediatrics)

### December 2017

- Calendars – Postal (Derek to determine list)
- Temperature Probes – Postal
- Eyemasks – Email (SCBU/Paediatrics)
- Microstim – Email (Theatres)

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<b>Total sales eBay Sales</b>	
January 2016:	£621 - consisting of 15 orders
February 2016:	£336 - consisting of 9 orders
March 2016:	£414 – consisting of 13 orders
April 2016:	£199 – consisting of 5 orders
May 2016:	£622 – consisting of 19 orders
June 2016	£266 - consisting of 7 orders
July 2016	£379 – consisting of 5 orders
August 2016	£230 – consisting of 6 orders
September 2016	£245 – consisting of 11 orders
<b>Total Amazon Sales</b>	
January 2016:	£139 - consisting of 4 orders
Feb 2016:	£65 - consisting of 2 orders
March 2016:	£345 - consisting of 11 orders
April 2016:	£244 – consisting of 5 orders
May 2016:	£0 - Having issues with the Amazon system, trying to resolve directly with Amazon but currently account has been deactivated.
June 2016	£0 – still trying to sort out the issues.
July 2016 to date	Account still inactive. Issues raised with Amazon.

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Leaflets / Documents updated		
<b>February</b>	VM-2400 Hb Monitor	updated
<b>February</b>	Maxtec Flocap	Remove quote from NAP4 guidelines
<b>February</b>	V1000 Foetal Heart Monitor	patent removed, updated leaflet
<b>March</b>	Capnograph Leaflet	updated to include IRMA holder and ISA holder.
<b>March</b>	VersaStream	Luer Lock Leaflet and Selection Guide, short-term option removed – awaiting sign off.
<b>March</b>	Product Portfolio	New products have been added, awaiting text from BP regarding SMARTsat.
<b>March</b>	Catalogue – Choicemmed Low Cost Finger Oximeters	New - awaiting print quantity confirmation
<b>March</b>	Automotive EUR distributor price list	Updated and emailed to customers with 30 days' notice.
<b>March</b>	V1000 Case Cover Artwork	Completed
<b>March</b>	Microstim Cover Artwork and Manual	Completed
<b>April</b>	V1000 Case Layout	Completed
<b>April</b>	Microstim Case Layout	Completed
<b>April</b>	Automotive Catalogue	Completed
<b>April</b>	Saudi Health	Arranged Certificate of Origin, freight and furniture
<b>April</b>	Updated Website Include Saudi Health	Completed
<b>April</b>	AlcoTrue Leaflet and Tech Sheet	Updated
<b>May</b>	CO Screen Leaflet	Designed and Signed off by Manufacturer
<b>May</b>	CO Screen Covering Letter	Written and Signed off by Manufacturer
<b>May</b>	CO Check + Baby and Check Pro Baby Leaflet	Designed, awaiting sign off
<b>May</b>	CO Check + Baby and Check Pro Baby Covering Letter	Written, awaiting sign off
<b>May</b>	Translation: Letter of Authorisation Translated to Spanish	Requested with Omnilingua – done
<b>May</b>	Translation: VM-2500 Quick Start Guide to Danish	Requested with Omnilingua - done
<b>May</b>	Introduce New Product: CO Screen and CO Check	Background information inputted into Intrastats including CE certificate, also requested training material and DoFC from manufacturer. Market research. SN provided basic introduction training to three members of office admin and CH.
<b>May</b>	Viamed Email Mailing List	Order insert designed and printed to encourage customers to sign up to the electronic mailing list.
<b>May</b>	V1000 Manual	Updated and printed
<b>May</b>	Microstim DB3	Outer labels ordered for new boxes

# Sales Summary 2016 Catrin Hollings

<b>May</b>	<b>Translation:</b> TT-480 Instructions for Use to Danish  V1000 Manual to French	Supplied and signed off. Printed in-house for customer order.  Not required any longer
<b>June</b>	<b>Translation:</b> Microstim DB3 IFU French	Awaiting reply from Translation Company to confirm errors found
<b>June</b>	VersaStream Viamed leaflet Update	Signed off and in L drive
<b>June</b>	Choicemmed Catalogue updated MD300-C5 leaflet update.	Removed pig oximeter as discontinued, updated individual leaflet as well
<b>June</b>	Website Update	Added Carbon Monoxide Monitors
<b>June</b>	Microstim DB3 Manual Update	Updated to new standards required
<b>June</b>	Pricing Spreadsheet	Arranged pricing spreadsheet for all supplies departments NHS UK.
<b>July</b>	V1000 Leaflet Updated	Added hard case reference and removed soft case
<b>July</b>	VM-2500 VersaStream Selection Guide made to 1pp	Completed and in L
<b>July</b>	VersaStream Selection Guide Respiromics and LLM to 1pp	Awaiting SN sign off
<b>July</b>	Assisted with BPM AlcoTrue manual English version	Awaiting confirmation of amends and to recheck when provided.
<b>July</b>	Microstim Manual Translation to French	Completed and in L
<b>July</b>	Microstim Manual Translation to German	Requested with Omnilingua
<b>August</b>	Oxygen Monitoring Catalogue V2	Started to include new sensors SN requested last year. Copy sent to SN for review and spec information.
<b>August</b>	Calendar 2017/2018	Design started, competition started to staff to produce photographs for the calendars, closing date 30 <sup>th</sup> Sept.
<b>August</b>	Maxtec Oxygen Analysers	MAXO2ME added to Maxtec leaflet & oxygen monitoring catalogue, sent to SN for review.
<b>August</b>	Website	Uploaded high resolution images for larger image view. DL working on code.
<b>September</b>	Competitor Website	PulmoLink had been utilising our images of MD300C15D which were taken by Viamed not the suppliers and they buy direct from China. Removed as per our request.
<b>September</b>	Leaflets	Leaflets to be stocked up ready for Medica, awaiting information from SN regarding whether VM-2020 and VM-2400 will be present so need confirmation of this before batch ordering the leaflets required.

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<b>Marketing activities</b>	
<b>February</b>	<p><b>Internal Staff Training:</b></p> <p>Goods In Introduction Goods Out Introduction Pulse Oximeters Introduction VST Introduction VST Customer Service Capnograph Introduction Email PDF Invoices Infant Resuscitation Cabinet Introduction Repair Processing AlcoTrue Introduction Flocap Clinical Introduction</p>
<b>March:</b>	<p>Over the last 12 months the sales office have also been searching for new distributors for Export, this month (March) has been focused on Switzerland, we are currently awaiting responses.</p> <p>Previously completed: Vet Distributors: France, Netherlands, Germany, Scandinavia, Belgium.</p> <p>Planned searches - Medical:</p> <ul style="list-style-type: none"> <li>• April – Austria</li> <li>• May – Estonia</li> <li>• June – Latvia and Lithuania</li> <li>• July - Turkey</li> </ul>
<b>April:</b>	<p><b>Internal Staff Training</b> Royal Mail Services Automotive Oxygen Sensors and Nitrogen Analysers – Postponed until May</p> <p><b>Medical Distributor Search</b> Austria – Initial Search completed, awaiting RS to filter.</p>
<b>May</b>	<p><b>Training:</b> <u>Automotive Oxygen Sensors and Nitrogen Analysers</u>, not provided. (SN) Carbon Monoxide Poisoning, CO screen. (SN) <b>Exhibition:</b> Saudi Health, Riyadh <b>Photography:</b> Precision Medical and Tenacore Blender Images. <b>Distributor Search:</b> Austria, Estonia, OEM Patient Monitoring manufacturers. Product update mailing list slip designed and included in with all medical orders.</p>
<b>June</b>	<p><b>Training:</b> <u>Automotive Oxygen Sensors and Nitrogen Analysers</u> (SN), not provided Vandagraph products and systems (RS) <b>Advertising</b> – Ambulance Life A3 advert received <b>Exhibitions</b> – booked hotels for Steve H and Katie to attend and exhibit at the Emergency Services Show in Sept.</p>

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<b>July</b>	<p><i>Planned: To complete Capnograph and Pulse Oximetry Catalogues but Steve goes on leave. Not completed</i></p> <p><b>Advertising:</b> Ambulance Life Advert: including Capnograph, AlcoTrue and CO Screen highlighting our attendance at ESS in Sept.</p> <p><b>Distributor Search:</b> Latvia and Lithuania</p>
<b>August</b>	<p><b>Advertising:</b> Emergency Services Times, highlighting involvement with Emergency Services Show in September.</p> <p>Infant Grapevine – Included Ceratherm 600-3 in article about Hypothermia.</p> <p><b>Distributor Search:</b> Estonia, Turkey</p>
<b>September</b>	<p><b>Advertising:</b> Emergency Services Times, highlighting involvement with Emergency Services Show.</p> <p><b>Exhibition:</b> Stand held at Emergency Services Show in Birmingham, SH and KE attended – leads generated to be highlighted in SH report.</p> <p>Pulmolink (competitor not customer) have been using Viamed images to publicise the MD300-15D, we requested they removed them from their website which they have done.</p>

## Vandagraph

<b>May</b>	<ul style="list-style-type: none"> <li>John Book cover resupplied</li> <li>Produced list of Diving Magazine to utilise for book press release</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>Analox Analysers sensors leaflet completed</li> <li>Retail and Trade Price lists updated and resupplied</li> <li>Oxygen sensor inserts designed, awaiting JSL feedback</li> <li>John Book advert oxygen sensor box insert design, awaiting JSL feedback</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>105sq insert designed for DIN Kit and Quick Ox – signed off by RS</li> <li>Sensors for Analox equipment A4 leaflet – signed off by RS</li> <li>105sq fold out sensors and equipment – awaiting feedback from RS</li> <li>Updated Price Lists with correct compatibles as per RS</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>105sq fold out sensors and equipment – still awaiting feedback from RS</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>Collated images and diagrams in folder for JSL.</li> <li>E-shot: Analox Sensors Mailing 5/9/16</li> <li>Subscription confirmed by mailed recipients – list now totals 39 active contacts.</li> <li>Ordered Quick-Ox, Book and Oxygen Sensors/Equipment leaflets x 1000 each type.</li> <li>Posters (A4) oxygen sensors vs equipment provided to the office for reference</li> </ul>

## VST

<b>May</b>	<b>Photography</b> DiveSoft 8010020 Sensor
<b>July</b>	<b>Photography</b> 8010010 RBL-23D Sensor
<b>August</b>	<b>Label Design</b> NRC sensor label