

Carbon Monoxide Monitors

CO Check CO Monitor Reports #34

Attached to Marketing Material IDs

462 CO Check Pro/+ Baby Leaflet

Global Mailings

Jun2016 462 Sent to Head of Midwifery Mailing group

Included with Orders Mailings

No orders have included mailings

Stock References Linked to Marketing Material

5310021 CO Check Pro Baby CO Breath Monitor.

5310020 CO Check + Baby CO Breath Monitor.

5350010 SafeBreath Filtered Mouthpieces 22mm

5350020 12 Litre Can - 100ppm CO balance air.

5350021 Control Valve for 12 Litre Can.

5350030 Bacterial Cleansing Wipes (125 per tub).

5320000 Soft Shell Carry Case for CO Breath

Price Enquiries

*NOTE from 10/11/2015 to 20/9/2016 Dates were logging incorrectly, however the total number Click is correct between these times

No Price Qty request Ticks

Call log Marketing Ticklist

No Ticks in Call Log

Sales - £0

CO Screen Carbon Monoxide Monitor Reports #33

Attached to Marketing Material IDs

460 CO Screen

463 Ambulance Life A3 Advert

Global Mailings

460 Sent to Private Ambulances, Air Ambulances, Fire Service, A&E, Ambulance
Jun2016 Trusts

463 Ambulance Life June 2016 Edition

Sep2016 463 September 2016 edition with editorial

Included with Orders Mailings

No orders have included mailings

Stock References Linked to Marketing Material

5310010 CO Screen CO Breath Monitor

5350010 SafeBreath Filtered Mouthpieces 22mm

5350020 12 Litre Can - 100ppm CO balance air.

5350021 Control Valve for 12 Litre Can.

5350030 Bacterial Cleansing Wipes (125 per tub).

4410520 Capnograph VM-2500-S

4410500 Capnograph VM-2500-M

4710030 AlcoTrue M Breathalyser Kit - UK

4710021 AlcoPrint Printer Set - EU

4710031 AlcoTrue M Breathalyser Kit - EU

4710020 AlcoPrint Printer Set- UK

4710010 AlcoTrue M Professional Breathalyser

Price Enquiries

*NOTE from 10/11/2015 to 20/9/2016 Dates were logging incorrectly, however the total number Click is correct between these times

Date Key	Quantity Ticks
Nov2014	1
Jan2015	1
May2015	1
Jun2015	1
Jul2015	2
Oct2015	5
Nov2015	2
Apr2016	1
May2016	2
Oct2016	1

Call log Marketing Ticklist

No Ticks in Call Log

Sales - £0

Exhibitions Showcased

Emergency Services Show September 2016

CO Screen – Steve Hardaker visited a number of companies and Fire & Rescue Services with the primary intention of learning how their Procurement process works and getting feedback on the CO Screen, which he showed to them.

Surprisingly, not one Fire & Rescue Services were interested in the CO Screen as patient assessment tool, with the general response being that their responsibility is to extract the casualties and hand them over to the paramedics; at most they will give oxygen, anything else is delaying handover. However, there was some interest from the perspective of using the CO Screen for assessing fire service personnel following a call out to an incident.

Steve had discussions with the following:

- Humberside Fire & Rescue Service
- Hampshire Fire & Rescue Service
- West Midlands Fire Service
- Kent Fire & Rescue Service
- Leicestershire Fire & Rescue Service
- Merseyside Fire & Rescue Service
- North Wales Fire & Rescue Service
- South Yorkshire Fire & Rescue Service
- Cleveland Fire Brigade
- Scottish Fire & Rescue Service
- National Grid

None of the above constitutes a warm lead at this stage but may allow us to get the information in front of the right people and get our products into the procurement process. I will ensure that they are added to our CRM and will follow all of them up.

All of the Fire Services that he spoke to select their equipment through scheduled procurement processes and equipment is not just purchased ad-hoc. This means that we need to do some background work on gaining access to their procurement calendars, which Steve will start with the contacts above. He will then discuss with Catrin and Steve N to develop a marketing plan to contact the rest.

Export Exhibitions

Ryan will be taking the CO screen demo unit we have with him to exhibit at Medica in November.

Future Marketing

Once Steve H has provided us with feedback regarding his work with the above mentioned fire services we will be able to ascertain the best way to contact these types of departments. I have already set up a number of alerts on tender forums which should inform us should they have requirements for any medical equipment. All login details are listed in the notes section of the respective Goldmine records.

It may be worth targeting the Healthcare professionals directly who are purchasing these products for example through Patient.info website. I have requested further information on their e-commerce and directory listing opportunities.