

# Sales Summary 2016 Catrin Hollings

Marketing Report – Catrin Hollings, December 2016

Mailshots Sent in December						
<u>Postal Marketing</u>						
Product	Product Area	Region	No	Type of Mailing	Completed date/month	Departments Involved
Viamed Calendars	Medical Automotive	UK	1363 295	Postal	December 2016	Design/Print: Marketing Treasury Tags/Labelling/ Packing: Office/HL Franking: Office/Marketing
Temperature Probes	ICU Theatres MatDelLab SCBU	UK	157 682 332 358	Postal	December 2016	Letter Print, Folding, Stuffing: Marketing Franking: Marketing/Office
<u>Email Marketing</u>						
Please note the below opened and bounced figures are only since the date sent to 04/01/17						
EyeMasks	SCBU  Paediatrics	UK	45 4 opened, 2 clicked, 3 bounced 38 2 opened, 1 clicked, 3 bounced	Email	7/12/16	Marketing
Microstim	Theatres	UK  Website Sign Up UK	53 7 opened, 1 clicked 148 36 opened, 0 clicked, 26 bounced, 2 unsubscribed	Email	08/12/16  01/12/16	Marketing

## Sales Summary 2016 Catrin Hollings

Mailshots Sent 2016					
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
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

## Sales Summary 2016 Catrin Hollings

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

## Sales Summary 2016 Catrin Hollings

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
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

## Sales Summary 2016 Catrin Hollings

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
SPU Oxygen Hood	SCBU Paediatrics	UK	361 218	Post	3/10/16
Flocap	ICU	UK	157	Post	3/10/16
Temperature Probes	ICU	UK	30	Email	2/10/16
Reusable Oxygen Hoods	Pricing Update	UK/Export individual customers & NHS pricing amends group	270	Email	18/10/16
Automotive Distributors	Pricing Update	UK/Export Automotive Existing Distributors	112	Email	19/10/16
Capnograph & Versastream	Export Distributors	Export	60	Email	19/10/16

## Sales Summary 2016 Catrin Hollings

Medica	Export Distributors	Export	455	Email	25/10/16
Microstims	Theatres	UK	680	Postal	15/11/16
Posey Products	SCBU Paediatrics	UK	368 225	Postal	07/11/16
Microstim DB3	Distributors	Export	58	Email	30/11/16
Viamed Calendars	Medical Automotive	UK	1363 295	Postal	December 2016
Temperature Probes	ICU Theatres	UK	157 682	Postal	December 2016
EyeMasks	SCBU Paediatrics	UK	45 38	Email	7/12/16
Microstim	Theatres	UK Website Sign Up UK	53 148	Email	08/12/16 01/12/16

### Mailshots Planned 2017

UK    Export

Month	Leaflet/Letter	Type	Location	Mailing Group
January 2017	Infant Resuscitation Catalogue	Postal	UK	MaternityDeliveryLabour
	Oxygen Monitoring Catalogue	Postal	UK	EBME
	Oxygen Sensors	Email	UK	EBME
	Arab Health	Email	Export	Export Distributors
	Automotive	Email	Export	Export Automotive Distributors
	Infant Resuscitation	Email	Export	Export Distributors
February 2017	Capnograph/VersaStream			A&E/Ambulance/Air Ambulance
	Infant Resuscitation Catalogue	Email	UK	Maternity Delivery
	Finger Pulse Oximeters	Email	Export	Export Distributors
March 2017	VersaStream LLM/Respironics	Postal	UK	A&E/Ambulance/Air Ambulance

## Sales Summary 2016 Catrin Hollings

	Neomask/Phototherapy Hoods	Email	Export	Export Distributors
April 2017	Pulse Oximetry Catalogue	Postal	UK	
	Oxygen Hoods		Export	
May 2017	Capnograph		Export	
June 2017	Paediatric MD300 Finger Oximeters Catalogue	Postal	UK	Paediatrics/Children's Wards
July 2017	Oxygen Sensors	Postal	UK	EBME
	Radiant Warmers	Postal	UK	Theatres
August 2017	Oxygen Hoods and Phototherapy	Postal	UK	SCBU/Paediatrics
	V1000	Postal	UK	EBME
	FLOcap	Email	UK	ICU/Theatres
	Emergency Services Show (if exhibiting)	Postal	UK	Private Ambulances/Ambulance Trusts
	Radiant Warmers	Email	UK	Theatres
September 2017	Eyemax	Postal	UK	SCBU/Paediatrics
October 2017	Oxygen Hoods Single Patient Use	Postal	UK	SCBU/Paediatrics
	FLOcap	Postal	UK	ICU/Theatres
	Temperature Probes	Email	UK	ICU/Theatres/NICU
November 2017	Micostims	Postal	UK	Theatres
	Posey Products	Postal	UK	SCBU/Paediatrics
December 2017	Calendars	Postal	UK/Orders	Goldmine List
	Temperature Probes	Postal	UK	ICU/Theatres/NICU
	Eyemasks	Email	UK	SCBU/Paediatrics
	Microstims	Email	UK	Theatres

## Sales Summary 2016 Catrin Hollings

<b>Total 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
October 2016		£250 – consisting of 7 orders
November 2016		£518 – consisting of 11 orders
December 2016		£292 - consisting of 10 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.
<b>Leaflets / Documents Updated</b>		
<b>February</b>	VM-2400 Hb Monitor	updated



## Sales Summary 2016 Catrin Hollings

<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

## Sales Summary 2016 Catrin Hollings

<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
<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.  No longer required
<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 Respiration 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	Completed and in L

## Sales Summary 2016 Catrin Hollings

<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.
<b>October</b>	Website	Added Temperature Probe Cross Reference Redo main menus of website due to crash VersaStream images update
<b>October</b>	Artwork	Temperature Probe leaflet updated – SN to sign off.
<b>October</b>	Training Materials	Updated, provided to SN for checking
<b>October</b>	Marketing Materials Collating	For Ryan CMEF trip, A4 binder provided
<b>October</b>	Emergency Services Show	Pricing review vs Sales – agreed by Directors to rebook for next year
<b>October</b>	Website	Added Medica Advert
<b>November</b>	Technical Specification Change	Updated with %

## Sales Summary 2016 Catrin Hollings

<b>November</b>	Defibrillator Pads Leaflet	Started artwork, awaiting description to be confirmed, part numbers into Opera and images from supplier
<b>November</b>	Calendar 2017	Designed and sent to printers, medical and automotive version Eden Medical x 100 A4 produced and sent JHM Butt x 50 A3 produced and sent
<b>November</b>	Cross Reference	Updated with picture for DL web search
<b>November</b>	Temperature Probe leaflet	Amended and printed for mailshot
<b>November</b>	AlcoTrue P/M&C Leaflet and Spec	Updated as per SN, produced Angel Healthcare version, signed off but awaiting technical spec to be signed off as well.
<b>November</b>	Sampling Lines S&H Leaflet Updated	As per SN
<b>November</b>	VM-2160 Leaflets	Updated to remove Microfoam Sensors 0014985-88
<b>November</b>	40 <sup>th</sup> Anniversary Pen Torch	Designed and purchase order produced, to include with Oxygen Sensors in 2017 and provide at exhibitions.
<b>December</b>	Oxygen Monitoring Catalogue	ONGOING: Added new sensors & Spec for PM5900 monitor & MAXO2ME, not yet complete.
<b>December</b>	Price List Updates	Remove Swivel Mount (Apgar Timer, Infant Resus catalogue, spares & Maxtec monitors)  Truncated descriptions updated AlcoTrue P price list
<b>December</b>	Photography	New Sensors photographed

# Sales Summary 2016 Catrin Hollings

<b>Marketing Activities</b>	
<b>February</b>	<p><b>Internal Staff Training:</b>  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> <p><b>Catrin Personal Development:</b> Diploma in Management – ongoing</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</p> <p><b>Medical Distributor Search</b>  Austria – Initial Search completed, awaiting RS to filter.</p>

## Sales Summary 2016 Catrin Hollings

<b>May</b>	<p><b>Training:</b> Automotive Oxygen Sensors and Nitrogen Analysers, not provided. (SN) Carbon Monoxide Poisoning, CO screen. (SN)</p> <p><b>Exhibition:</b> Saudi Health, Riyadh</p> <p><b>Photography:</b> Precision Medical and Tenacore Blender Images.</p> <p><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> <del>Automotive Oxygen Sensors and Nitrogen Analysers (SN)</del>, not provided Vandagraph products and systems (RS)</p> <p><b>Advertising</b> – Ambulance Life A3 advert received</p> <p><b>Exhibitions</b> – booked hotels for Steve H and Katie to attend and exhibit at the Emergency Services Show in Sept.</p>
<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. 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 publise the MD300-15D, we requested they removed them from their website which they have done.</p>
<b>October</b>	<p><b>Calendar:</b> Winners chosen for the calendar images competition, have awaiting sign off of reverse before ordering.</p>
<b>November/December</b>	<p><b>Catrin Personal Development:</b> Diploma in Management – ongoing, mandatory units to be completed before MAT leave</p>
<b>Vandagraph</b>	
<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>

## Sales Summary 2016 Catrin Hollings

<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> <li>• <b>Label Design:</b> NRC sensor label</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>
<b>October</b>	<ul style="list-style-type: none"> <li>• JSL book pictures and text sent to Jake at AP Diving as per JSL request.</li> <li>• JSL New booked add to Vandagraph website for purchasing – no VAT added (DL)</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• JSL – contacted Ros again with no response re: JSL book.</li> <li>• Updated Trade and Retail prices as per Jean and provided printed copies.</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• VN202 W.AG box labels designed and signed off</li> </ul>
<b>VST</b>	
<b>May</b>	<b>Photography</b> DiveSoft 8010020 Sensor
<b>July</b>	<b>Photography</b> 8010010 RBL-23D Sensor