



The informed choice for
B2B Technology Marketing



Providing Healthcare IT Marketing since 1986

Whether its announcing a new product, launching into a new country or simply building business in an established market - reaching those key decision makers is vital. This is particularly important in healthcare IT where decisions often span multiple specialties or management groups.

With over 25 years' experience in providing marketing and lead generation services to the UK and EMEA healthcare markets FBI can help by focusing activity and messaging for maximum impact and return. Our comprehensive range of solutions can be implemented as a single project or integrated into a complete marketing program with targeted aims and objectives.

- ▶ **Marketing Strategy**
- ▶ **Marketing Communications**
- ▶ **Digital Marketing**
- ▶ **Multi-media**
- ▶ **Telemarketing**
- ▶ **Business Development**
- ▶ **Incubation Services**

In-Depth Healthcare IT Expertise

FBI is one of the very few agencies with an in-depth knowledge of the healthcare IT market. Application areas such as; ICRS, EPR/EMR, PAS, Pathology, Pharmacy, A&E, Radiology, PACS, Medicines Management/Electronic Prescribing, Clinical Systems, Clinical Governance and Audit, Mental Health, Cancer, Cardiology, Occupational and Physiotherapy systems and much, much more are an integral part of what we bring to bear daily for our clients.

Stemming from our work over the last 20+ years with numerous US start-up companies, FBI has a depth of expertise in delivering effective marketing campaigns that extend market reach. Working with the International parent, we can develop tailored marketing plans, establish and manage local budgets, and deliver the full marketing mix to establish a company's presence in their target sector or country. Operating either as an integral member of your team or as an external agency, FBI can provide seamless support for all your expansion efforts.

Campaigns Targeted against Need

- ◆ **Company Launch**
- ◆ **Product Announcement**
- ◆ **Sector Penetration**
- ◆ **Lead Generation**
- ◆ **Business Expansion**
- ◆ **Business Establishment**
- ◆ **Building Market Awareness**
- ◆ **Unlocking New Channels...**





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Making the Right Connections

At FBI our focus is not just on PR and communications but on helping you win new business and expanding your footprint in-country or in your chosen discipline. We have a long track record of providing comprehensive and high quality, business development, marketing and communications services for the healthcare industry. Our innovative marketing programs ensure that we reach the right audience with the right message in the most effective way.



'We took six months to train our US agency on our technical product portfolio; FBI grasped its import within two hours.'

Tony Bowden, VP
EMEA Initiate Systems

Healthcare requirements around the world are changing constantly. To keep pace, top-quality marketing, PR and communications are essential. We have the knowledge and expertise to deliver this and help you stay ahead of your field by marketing and communicating your messages—clearly, simply, effectively—and following this up with well-targeted lead gen.

Our Marketing Services include:

- ◆ Marketing Strategy
- ◆ Marketing & PR Communications
- ◆ Digital Marketing
- ◆ Multi-media
- ◆ Telemarketing
- ◆ Business Development
- ◆ Partner Development
- ◆ Start-Up Incubation Services

Marketing Strategy

We don't create our campaigns in a vacuum but take time to understand your needs and product strengths then we deliver programs that are relevant to current market conditions. In a fast-paced competitive environment we ensure we get it right first time and produce results.

Digital Marketing

Digital marketing allows us to get your message straight to the customer. We deploy a wide range of media to facilitate this including —email marketing, webinars, videos, social media...

Design Services

Whether it is a new website, or reworking your brand to give you a cutting edge, our extensive list of design services can improve your messaging via a single banner advertisement, or an industry-wide campaign.

Marketing & PR Communications

Our experienced team of professionals produce hard hitting, focused and targeted pieces that will stand out from the rest and get the attention of the market through the best channels for your business.

Incubation Services

Launching into a new country, developing in-country pipeline, building market credibility and responding to onsite partner demands – all from a remote location – can overstretch HQ resources.

Onsite, in-country staff, are essential but too often set up costs are too prohibitive. This is where FBI comes in. We offer the intermediary step which helps you develop pipeline – before you need to invest in permanent resources. We give you a flying start

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