

## Brownstein Group PR secures 1,400 media placements for Draeger Medical

In 2005, German-based Draeger Medical approached Brownstein Group to promote its acute care medical devices and help them build brand awareness in the United States. While the Company maintained a positive reputation among clinicians in the European market, it lacked a strong industry presence in the U.S. Brownstein initiated a comprehensive media relations campaign that would position Draeger as a thought leader in emerging healthcare issues and build awareness of the Draeger Medical brand among target audiences such as physician leaders, healthcare executives and clinical department heads in the domestic healthcare market.

To ensure consistent, ongoing media coverage for Draeger, Brownstein developed and distributed market-oriented messaging promoting the Draeger brand and top-tier product offerings. We worked with Draeger customers to draft case studies and secured placement in major trade publications

such as *Acuity Care Technology*, *Respiratory Therapy* and *Anesthesiology News*. In addition, we drafted and secured placement of executive bylined articles in *Health Management Technology*, *FOCUS Magazine Review* and *Advance for Health Information Executives*. Over the course of a four-year campaign, Brownstein Group achieved over 1,400 media placements in consumer and industry publications.

In addition to proactive media relations, Brownstein Group was also instrumental in Draeger's crisis management planning and media and crisis communications training. Brownstein trained key executives in the development and execution of a communication plan and how to best handle media attention in the event of a crisis. Today Draeger is often noted in industry publications and the company has significantly increased its share of voice in the U.S.

