Industry Communications
Marketing the ERC for Sustainability

Randy Eager
ILO
Quality of Life Technology Center
Sales and Marketing Tasks

- **Value Chain Analysis**
- **Value Proposition Analysis**
- **Member Benefits and Pricing**
- **Segmented Strategy Development**
- **MarComm – Supporting Materials**

**4 Ps; Product Price Place Promotion**

**Lead Generation**

- **Customer Sales Strategy**
- **Lead Generation**
- **Manage Sales Process**
- **Member**

**Marketing**

**Value Proposition Analysis**

**Segmented Strategy Development**

**Member Benefits and Pricing**

**MarComm – Supporting Materials**

**4 Ps; Product Price Place Promotion**

**Membership Relations**

**Lead Conversion**

**Manage Sales Process**

**Customer Sales Strategy**

**Lead Generation**

**Member**
Business Objectives for ERC Communications

• Establish Thought Leadership at the QoLT Center
  o Position QoLT Center thought leaders amongst/above competing organizations
  o Establish brand recognition for QoLT Center, locally, nationally, internationally

• Evolve Social Readiness for New Technologies
  o Educate the public about the need for, changing uses/benefits of QOLTs
  o Change people’s perceptions and attitudes (aging, disabilities, technologies)

• Seed QoLT Commercialization and Adoption
  o Support QOLT innovation (drive adoption, create use-centered histories)
  o Energize consumers / generate excitement and enthusiasm for new QoLT inventions

• Attract Funding & Support
  o Attract potential members and partners from multiple segments
  o Demonstrate value for funding investments (continued / new)

• Build QoLT’s Long-Term Staying Power
  o Attract new students into QoLT-affiliated departments
  o Instill interest in STEM among younger populations
Prioritize Targets / Establish Audiences

Users of QOLTs:
- Older Adults
- Baby Boomers
- Seniors
- Grandparents
- Retirees
- Nursing Home Residents
- Stroke Patients
- TBI
- PWD
- ASD
- MS
- WC Users
- Aging in Place
- Community Organizations
- Senior Services
- Elderly
- Nursing Home Residents
- Rehabilitation
- Autism
- Alzheimer's
- Diabetes

Consumers & Industry:
- Technology
- Healthcare
- Auto MFGs
- Equipment MFGs
- Providers
- Independent Living Communities
- Insurance Companies
- Economic Developers
- Hospital Administrators
- Investors
- Entrepreneurs
- Venture Capitalists
- Business

Providers:
- Visiting Nurse Association
- Area Agency on Aging
- NCOA
- AARP
- AAPD
- MS World

Core Members:
- Independent Living
- Home Care
- Assisted Living
- Rehab Centers
- Skilled Nursing
- Group Practices
- Acute Care
- Accountable Care Org.
- Payers

Suppliers:
- LeadingAge
- LeadingAge PA
- Medical Device
- Systems Suppliers
- Architects
- Venture Capital
- FDA
- Mobility Solutions
- Reimbursement Expert
- CMS
- National PACE Association
- Alzheimer’s Association
- Durable Medical Equipment
- Rehabilitation Equipment

Thought Leaders:
- Thought leaders

Quality of Life Technology Center
a National Science Foundation Engineering Research Center
Good Member Communications

• Member Communications Plan
• Integration of EOD Partners / Thought Leaders
• Intranet Access
• Web Content for Industry
• Newsletter Content
• IPAB Initiated Blog Addressing Industry Challenges
• Feedback Loop for Refining Program
Industry Communications Infrastructure

- Webinars
- Knowledge Base
- Email Campaigns
- Online Networking
Traditional Marketing Communications Efforts

- Trade Shows
- Visits / Webinars
- Workshops

- Press Kits & Backgrounders
- Quarterly Print Newsletter
- Email News Digest

- Website / Landing Pages
- Search Optimized Content Strategy
- Solutions-Oriented Blog
Two Angles on Opportunity

PUSH Communications:
- Press Kit & Outreach Packaging
  - Public Backgrounders
  - Spin-Off Launch Support
  - Equip R&D w/Benefits
- Joint Communications w/ Partners
  - Intel Open House
  - Myomo Product Launch
  - MEMS Industry Group Activities

PULL Communications:
- Media & Social Media Outreach
  - Media Coverage (> 225 hits in 1 year)
  - YouTube (> 1500 views)
  - Twitter (> 50 followers in first 3 months)
- Routine News Monitoring
  - Identify Targeted Prospects & Influencers
  - Identify & Respond to Industry Trends
  - Plan Original, Optimized Web Content

Newsletters
- QuOLTient Digest (Internal News)
- IPAB Newsletter

Soft Robots
Siddhartha Senan, Miao Chen, Justin R. Modell, Christopher Atkinson

As a QoLT Consortium Member, you're responsible for:
- Expertise
- Using state-of-the-art technology
- Competitive Edge
- Innovation in a commercialized product

Talent Pool: 16-20 positions

Quality of Life Technology Center
Carnegie Mellon University, University of Pittsburgh

The QuoLTient
A Complete Solution for Increasing MVI

The QuoLTient
- Patented 22-parameter measurement system
- Proven to reduce MMVI by 50%
- Easy, non-invasive procedure
- Real-time feedback

For more information, visit: www.quoltient.com

The QuoLTient
- Patented technology
- Improved patient outcomes
- Reduced healthcare costs
- Easy to use

For more information, visit: www.quoltient.com

Communications Role in Developing Leads

• Value Chain Analysis
• Industry Segmentation
• Message Development/VP for Each
• Locate/Develop Segmented Lead List
• Execute E-Mail Campaigns
• Identify and Execute Trade Show Strategy
• Capture Leads
• Convert to Sales Process
Other Sources of Leads

- Relationship Audit of QoLT Leadership, Faculty
- Project Collaborators Audit
- Companies Hiring QoLT Alumni, Interns
- Spin-Off Community
- Peer Organization Analysis
- Networks of QoLT Members, Advisors, NSF
- Connections via other Funders
- CMU/ RI Alumni
- Regional & National Robotics Consortium
Lead Tracking
Quantified Sales Process

- Qualification
- Engaged
- Decision Makers
- Participation Agreement
- Commitment
- Membership

sales cycle, conversion rate, revenue, pipeline, xxx
Trade Shows