



ArmadaMedical.com | 303-623-1190



INTEGRATED MARKING CAMPAIGN PROPOSAL

Prepared for:

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Sr. Manager, Marketing Communications
Oxford Immunotec

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TABLE OF CONTENTS

- 3.....Cover Letter
- 4.....About Armada
- 5-6.....Relevant Experience
- 7.....Experience Snapshot
- 8-16.....Detailed Campaign Description: BreathTek
- 17.....Detailed Campaign Description: VAP Test
- 21.....Targeting Capabilities
- 22-23.....Data Tracking Capabilities & "Pivot" Example
- 24-25.....Creative, Design & Production Development Process
- 26.....Your Account Team
- 29.....Detailed Pricing
- 31.....Armada References
- 32.....Timeline & Milestones

COVER LETTER

Thank you for the opportunity to present this proposal!

Armada is perfectly suited to assist you with the launch of T-Cell *Select* to laboratories, and the re-positioning and re-launch of T-SPOT.*TB* to select physician specialties nationwide for the following reasons:

- We have proven experience and success in positioning and marketing laboratory tests across multiple channels including to all the physician specialties you seek to reach and influence.
- We handled similarly complex challenges for clients in biomedical testing, having met or exceeded objectives time and again.
- Our clients include specialized and regional laboratories, affording us unique insight into one of your primary target markets.
- We offer a highly targeted and trackable approach in direct marketing that will help you to easily measure results and calculate ROI.
- We are familiar with the regulations and constraints associated with marketing biomedical tests and require less ground-up education than other agencies.
- You will enjoy working with our knowledgeable and experienced team of marketing professionals who will save you time, extend the capabilities of your in-house team and provide the creative thinking, competent account management and attention to detail you need in a true marketing partner.

With more than 20 years of experience in the field, Armada Medical Marketing is one of the nation's top marketing communications firms specialized in the healthcare industry. Unlike other healthcare-focused agencies, Armada has proven expertise in reaching and influencing clinical and healthcare management audiences—not simply patient populations.

**For Oxford Immunotec, this experience
is more relevant and meaningful to
your specific challenges!**

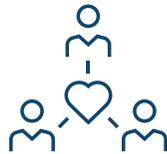
ARMADA MEDICAL MARKETING SNAPSHOT



Colorado's most award-winning agency

in medical marketing. Awards from various competitions where results are judged in addition to creativity.

The average
employee tenure with
Armada is 12 years.



10 clients in biomedical testing



In-house writing, design and web development specialists. Non-virtual and highly accountable!



Extensive experience marketing complex medical technologies to clinicians, administrators, payers and purchasing organizations at all levels.



Familiarity with government regulations and compliance issues.

RELEVANT EXPERIENCE

Armada has produced successful omni-channel marketing strategies for diagnostics, devices, and life sciences organizations.

In nearly every challenge we face, Armada develops and manages marketing campaigns that simultaneously target various clinical and administrative channels and that ensures a consistent brand experience across all audiences.

Two things are required to accomplish this: 1.) A broad and versatile overall marketing theme, and 2.) Customized, relevant messages to each of the various audiences that complement the overall theme.

The latter requires an understanding of the needs and desires of various clinical and administrative personnel, as well as individualized positioning that will resonate with each audience... something many agencies are reluctant to do. Why? Because it takes more brain power and more physical work than they care to do. Unfortunately, this more “general” approach usually results in a less effective campaign.

At Armada, we take the time to understand the needs, desires and “pain points” of your various audiences, and then create customized messaging (and tactics) for each. This results in greater preference for your solution (not simply awareness), and a more effective campaign overall.

In addition, we will make recommendations to further the goal of seamless brand consistency in areas in which your internal team oversees. This can include your website, sales training materials and presentations, on-hold messages and other communications that reach your customers.

RELEVANT EXPERIENCE



Highly cost-effective

Just like in all industries, technology has revolutionized marketing. Whereas in the past, such a level of customization was not cost-effective, today's tactics allow for a more focused approach with individual audiences—and at a much lower cost.

For example, with our agency, you can now effectively target infectious disease physicians at an ECCMID conference in Amsterdam without exhibiting, paying for sponsorship, buying program ads or having any physical presence at the conference whatsoever. All for an investment of less than \$2,000.



Unbiased expertise

Another benefit of working with Armada is that we are not beholden to any single marketing tactic or media platform. Whereas a digital agency must recommend digital tactics to solve marketing challenges, we are not limited to any one approach or category of approaches. This enables us to recommend the very best solution for every challenge, whether it be direct mail, traditional media advertising, conference exhibits or digital marketing.



Unique insight

Armada has embraced the new without abandoning the tried-and-true. We welcome cost-effective digital marketing tactics that can extend the reach and frequency of a client's campaign. But we also know that a mailed letter to a physician will likely produce a higher rate of return. Finding the optimum mix is the ultimate goal, and one at which our agency excels.

The average Armada client campaign requires custom messaging to no less than five separate audiences. This gives our agency inimitable insight, having targeted nearly every specialty within medicine as well as the executive management at healthcare provider organizations, key opinion leaders, writers and editors, and other influencers.

In short, we offer a level of experience and versatility that few marketing agencies possess, and that makes us a great asset to your marketing team!

EXPERIENCE SNAPSHOT

A brief summary of relevant experience.



For Otsuka-America Pharmaceutical, Armada spearheaded a highly effective re-launch of the BreathTek™ test for H. pylori infection, better positioning the test against its competition and effectively tripling market share in just a two-year period across multiple clinical and health system channels. We will showcase this campaign in detail within the next section, as this is a very similar challenge to the one presented in your RFP.



NEW STANDARDS. BETTER OUTCOMES.™

For Atherotech's VAP advanced cholesterol test, Armada engineered a new clinical positioning against the standard cholesterol test, developed highly targeted clinical and consumer education materials and supported the client with innovative and effective lead generation campaigns and conference events. This campaign is also showcased in greater detail because of its relevance.



For Allosource, Armada developed a memorable and lasting product launch campaign, supported by a website, printed literature and more, targeting orthopedic surgeons, hospital administrators and patients. The campaign was Allosource's most effective product launch to date, with individual exhibit results (in terms of lead generation) exceeding results from previous years. In the client's own words, "The integrated marketing campaign was very impactful in driving traffic to the booth and should be the standard, on a smaller or larger scale, for shows moving forward."



For Corgenix, Armada successfully publicized ReEBOV, the company's superior POC rapid test kit for the Ebola virus, across dozens of national and local media channels. Our campaign exceeded the client's publicity goals and increased overall awareness of the company and its complete portfolio of testing solutions. Highlights of placements achieved include: The New York Times, National Public Radio, Associated Press, Science Magazine, Denver Post and television news stories which included a feature on CNBC.



For Sorin Group/LivaNova, Armada simultaneously targeted cardiothoracic surgeons, hospital administrators, insurance providers and other audiences to promote the company's implantable cardiac devices such as artificial heart valves and pacemakers. Our launch campaign for the Mitroflow heart valve helped take revenue in the United States to \$1 million in only four months, exceeding client sales projections.

DETAILED CAMPAIGN DESCRIPTION

Changing the way doctors conduct H. Pylori testing

Client: Otsuka America Pharmaceutical

There were two inherent problems with the commonly used serology test used to detect H. pylori—the bacteria that causes ulcers and other digestive problems and has been linked to stomach cancer. First, its low accuracy of 69% in detecting the bacteria. Second, its inability to test for active (versus passive or previous) infection.

On the other hand, the BreathTek test from Otsuka America Pharmaceutical's Meretek Division was capable of testing for active infection and commanded a 95% accuracy rate.

The product was initially launched with lackluster results. The client sought a new agency that could better position BreathTek among various clinical audiences and develop stronger and more aggressive marketing communications to achieve better results.

Armada was awarded the challenge and tasked with helping the company increase physician adoption of BreathTek over serology testing. Targets included primary care, gastroenterology and internal medicine specialists, hospitalists and other audiences.

Our integrated campaign for BreathTek helped triple BreathTek's market share, from 3% to 9%, in just 9 months. According to the regional sales directors, the sales team believed that this campaign had effectively given them new, more aggressive messaging that helped them meet their challenging growth objectives.



DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Better positioning against the competition

Despite its low accuracy and inability to test for active infection, the serology (blood) test was still overwhelmingly used by physicians—most likely because of its simplicity. Physicians were not familiar with administering breath tests and because of this, Armada recommended that a very aggressive positioning be created.

Fortunately for us, the solution presented itself within the minutia of a statement put out by the American Gastroenterological Association. The statement author used the phrase “no better than a coin toss” to describe the serology test, which was no longer recommended. Armada seized upon this phrase as a way to discredit the serology test and promote the benefits of BreathTek.

Using serology to test for *H. pylori*... may be no better than a coin toss.*

Using serology to test for *H. pylori*... may be no better than a coin toss.*

Using serology to test for *H. pylori*... may be no better than a coin toss.*

which test will you choose?

BreathTek
DEFINITIVE EVIDENCE

83014 Drug administration
83013 Helicobacter pylori breath test analysis for urease activity, non-radioactive isotope

Fact: Serology cannot distinguish between active and passive infection, which can result in unnecessary treatment.¹

Fact: Serology results can remain positive for years following successful cure of *H. pylori* infection. Therefore, serology should be avoided in the post-treatment setting.²

Fact: *H. pylori* is a known carcinogen,³ linked to gastric cancer cases,⁴ more than 90% of duodenal ulcers and up to 80% of gastric ulcers.⁵

Fact: Serology is highly accurate for prevalence population testing.⁶

Fact: Since eradication therapy fails in at least 1 out of 4 patients,⁷ BreathTek[®] UBT is an excellent choice to test for eradication after treatment. The urea breath test is the most reliable non-endoscopic test to document eradication of *H. pylori* infection.⁸

Fact: BreathTek UBT, a ¹³C urea breath test, is available from most U.S. labs. Most labs will provide the breath test collection kits to practices for in-office administration at no cost to the practice.

Fact: For larger practices, the breath sample analyzer is available so that both administration and analysis of BreathTek UBT test kits can be performed in-office.

Effect of *H. pylori* prevalence on the positive predictive value (PPV) of antibody testing (where sensitivity=95% and specificity=99%) vs the urea breath test (sensitivity=95% and specificity=99%)**

Footnote: * Comparison of data are not the result of a comparative study.
** The 95% Serology Sensitivity & Specificity are Regarded as Superior to Other Practices. While the benefits of our patient testing. Practical Gastroenterology, April 2005.

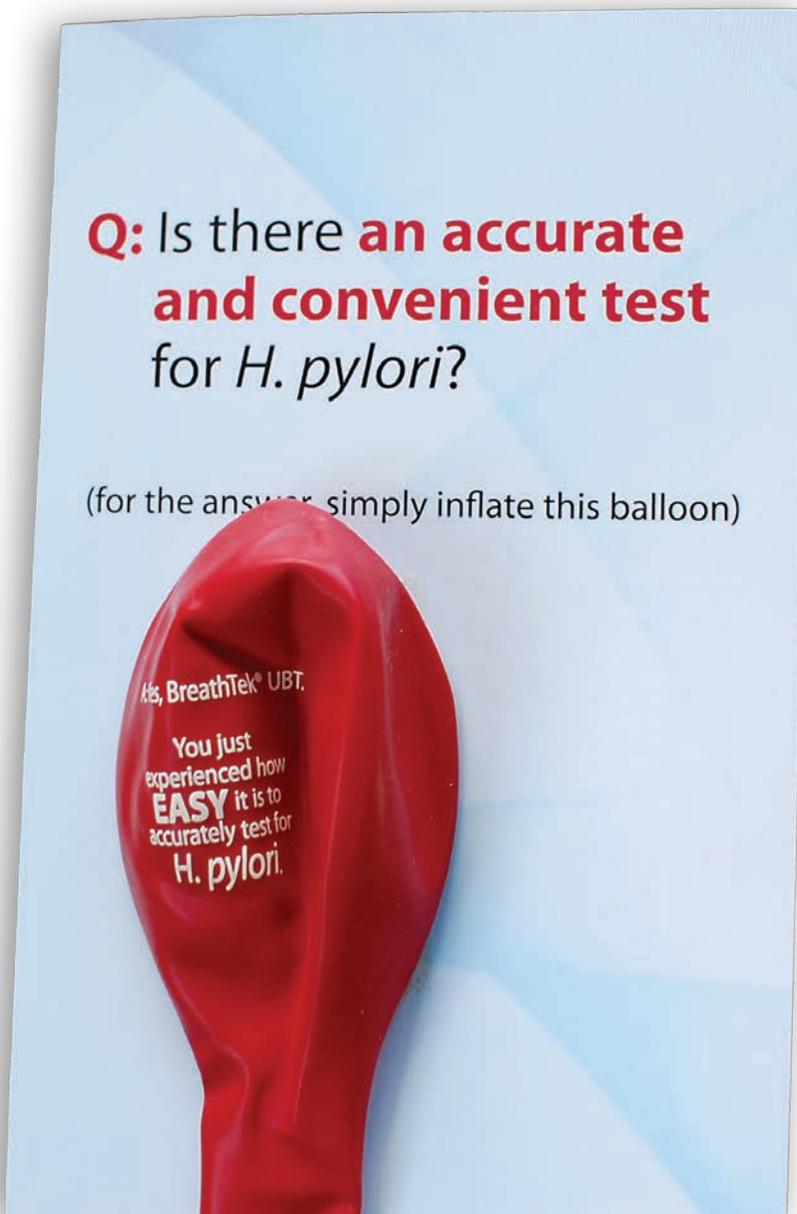
Footnote: ¹ Chey and Wang, American College of Gastroenterology Guidelines on the Management of Helicobacter pylori Infection. Am J Gastroenterol 2007; 102:1888-902S.
² Vakil H, Sivak S. How to test for Helicobacter pylori in 2015. Clin Gastroenterol Hepatol 2016; 14:1028-35.
³ World Health Organization, International Agency for Research on Cancer. Helicobacter pylori. In: International Agency for Research on Cancer. Helicobacter pylori. Lyon, France: International Agency for Research on Cancer; 2004. Available at: <http://www.iarc.fr/page.do?pid=100&tid=100&cid=100>. Last modified August 26, 2015. Accessed October 27, 2016.
⁴ Correa PE. Gastric cancer in developed countries. N Engl J Med 2005; 352:1078-85.
⁵ Centers for Disease Control and Prevention. The Key Case. Available at: http://www.cdc.gov/ncidod/diseases/hpi/whatsnew/08_2006. Last accessed October 27, 2016.
⁶ The reimbursement of an endoscopic procedure to help the health care professional understand and comply with ICD-9 and reimbursement requirements that may apply to products. Use of code identifier does not guarantee coverage or payment at any specific time.

BreathTek UBT is reimbursable by Medicare and most insurance providers under the following codes*

DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Overcoming negative perceptions

Another barrier to overcome was the perception of complexity associated with the BreathTek sample collection process. To address this, Armada developed a direct mail campaign designed to showcase the simplicity of the BreathTek sample collection process with a simple and inexpensive concept. This tactic was used with physicians of all specialties.



DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Targeting specific physician specialties

The messaging required for gastroenterologists required a higher level of customization than primary care physicians. This is because GIs were more experienced in treating *H. pylori* infection and were therefore more focused on proof of eradication than other physicians. Because the serology test could not distinguish active from passive infection, Armada believed that achieving proof of eradication would be just as important to GI doctors as test accuracy, and would therefore make BreathTek a more valuable test in their minds—even if they used it solely post-treatment. Armada created the following direct mailer for gastroenterologists:

MERETEK
DIAGNOSTICS, INC.
2000 Concord Drive, Suite C
Lafayette, CO 81502

On the other, you have the most accurate and convenient test to ensure eradication.

On the one hand, you now have an excellent diagnostic test for *H. pylori*.

Why do BreathTek and GI practices go hand-in-hand?

• • • • •

Put your hands together for BreathTek!

With 95% sensitivity and 95% specificity, the BreathTek™ UBT is one of the most accurate—and easiest—tests to administer for *H. pylori*.¹ Used as a front-line diagnostic test, BreathTek is your non-invasive testing option that dramatically reduces false positives over serology testing.

But to ensure eradication after treatment, no other test is as practical—or as patient-friendly—as BreathTek.

As you know, eradication therapy fails in at least one out of four patients.² BreathTek is a superior test for eradication because:

- Unlike serology, BreathTek tests for active infection, as recommended by the AGA.³
- Unlike the stool test, it is safer for your staff to administer, and much easier to ensure patient compliance.
- Unlike endoscopy, it tests the entire gastric mucosa.

"Repeat testing after *H. pylori* eradication therapy should be offered to all patients to confirm that infection has been cured!"
— Cleveland Clinic
Journal of Medicine

DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Targeting primary care physicians

Primary care physicians make up the bulk of the target audience for BreathTek, and also the greatest financial opportunity. A sales sheet for these doctors, distributed by laboratory sales reps, would have to have broad appeal, but also speak to the simplicity with which the test was administered. The following sales sheet had all of the essential elements needed for a rep to start a dialog with a clinician about the benefits of BreathTek.



Choose the peptic ulcer test that's as
EASY AS BREATHING

 Urea Breath Test
for *H. pylori*
BreathTek™
DEFINITIVE EVIDENCE

The BreathTek Urea Breath Test is the new standard of care in-office test for *H. pylori*—the bacteria that causes peptic ulcers and has been linked to more than 60% of gastric cancer cases.

BreathTek is simple and easy for your staff to administer. It is also one of the most accurate tests for *H. pylori* with 95% sensitivity and 95% specificity.

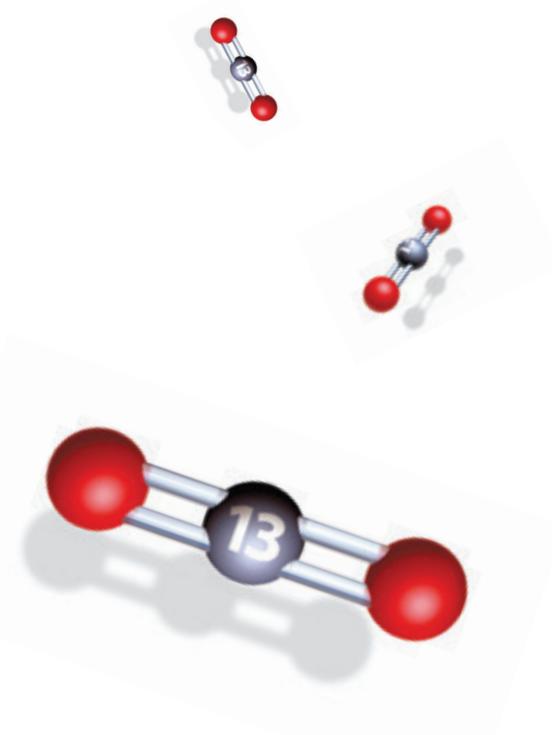
Unlike the serology test, BreathTek can test for active infection (which reduces false positives), and can be used after treatment to ensure eradication. Unlike the stool test, patient compliance is not an issue. And unlike other UBTs, BreathTek is non-radioactive.

BreathTek. The highly accurate breath test that lets you, and your patients, breathe a little easier.

MERETEK
DIAGNOSTICS, INC.
2655 Crescent Drive, Suite C
Lafayette, CO 80026

For more information, including a BreathTek sample, please visit www.meretek.com, or call 1-888-MERETEK.

BreathTek is available as either a laboratory or an in-office test.

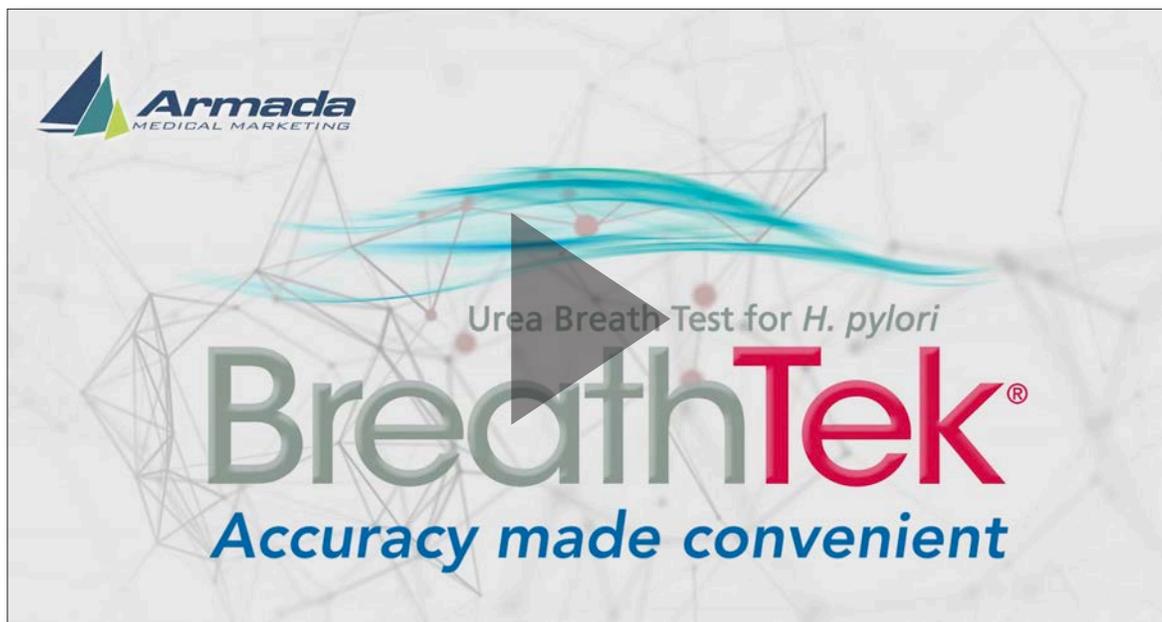


DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Targeting laboratory sales representatives

BreathTek did not have a dedicated sales force, so it was essential that laboratory sales reps be trained to effectively discuss the test and its benefits—as well as differentiate it from competing tests. Armada created a sales training audio presentation that reps could listen to in their car, on their iPod, or whichever method they chose.

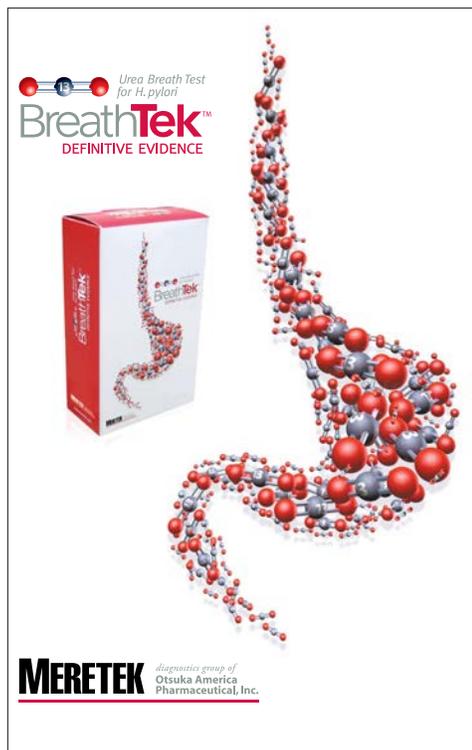
armadamedical.com/oxford-immunotec



DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Targeting healthcare industry media

The client requested a press kit that could be used to educate healthcare media about BreathTek and its benefits. As the majority of healthcare writers and editors are not as highly educated as clinical audiences, it was essential that the kit contain information that provided a basic education about *H. pylori*. It was also necessary to dispel the myth that ulcers were caused by stress and diet, something that the majority of Americans still believe, and which was confirmed during primary market research conducted by Armada on behalf of BreathTek. Our press kit therefore contained a “fast facts” section about *H. pylori* to help media better understand its impact on a variety of health conditions.



About BreathTek™ UBT

About BreathTek™ UBT

The BreathTek™ Urea Breath Test (UBT) Collection Kit is intended for use in the qualitative detection of urease associated with *Helicobacter pylori* in the human stomach and as an aid in the initial diagnosis and post-treatment monitoring of *H. pylori* infection in adult patients. BreathTek UBT is a ¹³C urea breath test that detects an active *H. pylori* infection, as recommended by the American Gastroenterological Association.¹

BreathTek UBT is an accurate, easy and convenient test. Key features include:

- The entire gastric mucosa is tested for active *H. pylori* infection
- Easy 4-step non-invasive breath test, administered in-office in about 15 minutes
- CLIA non-regulated in-office sample collection
- If samples are analyzed in-office, patient receives results in about 20 minutes
- No biohazardous or radioactive materials

Why Is Detection of *H. pylori* Important?

Peptic Ulcers and *H. Pylori*

About one in three adults in the U.S. is infected with *H. pylori*², of these one in 10 may develop a peptic ulcer over their lifetime³ and 80 to 90 percent of peptic ulcers are caused by an *H. pylori* infection.⁴ Those that have an *H. pylori* infection are at an increased risk for peptic ulcer disease and gastric cancer.⁵

When patients experience dyspepsia—stomach pain and discomfort—it's important to get checked out by a physician. If a person is infected, it's important to get the right test to detect the bacteria as well as to be tested for eradication after treatment.

Fast Facts About *H. Pylori*

- Fact #1: The World Health Organization (WHO) has classified *H. pylori* as a Group I or known carcinogen⁶
- Fact #2: *H. pylori* is linked to 60% of gastric cancer cases⁵
- Fact #3: More than 90% of duodenal ulcers and up to 80% of gastric ulcers are caused by *H. pylori*⁴
- Fact #4: About 1 in 3 adults in the U.S. is infected with *H. pylori*² (but not all show symptoms or develop peptic ulcers)
- Fact #5: One in ten Americans may develop a peptic ulcer over their lifetime³
- Fact #6: In the United States, about 20% of people under 40 years old and 50% of those over 60 years old have an *H. pylori* infection⁷
- Fact #7: The ¹³C urea breath test is recommended by the American Gastroenterological Association to test for an active *H. pylori* infection¹
- Fact #8: It has been proven that ulcers are NOT the result of diet or stress⁸
- Fact #9: Barry Marshall and Robin Warren were awarded the 2005 Nobel Prize in Medicine for their discovery of *H. pylori* and its role in gastritis and peptic ulcer disease⁹

DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Targeting clinical audiences at industry conferences

The client required a tradeshow booth that could be used across multiple conferences and speak to a variety of clinical audiences. Armada designed a 10' x 20' booth with a design flexible enough to be condensed into a 10'x10' format for smaller conferences.

The left-hand panel provided a striking visual and direct message with four supporting bullets, with emphasis on the benefits for physician practices as well as for patients. The right-hand panel contained a more aggressive positioning of BreathTek relative to competing tests.



DETAILED CAMPAIGN DESCRIPTION

Otsuka America Pharmaceutical Campaign highlights: Targeting key opinion leaders

As part of the marketing campaign, special events featuring qualified speakers were used to reach and influence key opinion leaders (KOLs) throughout top markets in the United States. The following is an example of a KOL invitation to such an event featuring a lecture by a prominent gastroenterologist.

Why should you attend?

H. pylori is a Group I carcinogen and has been linked to more than 60% of gastric cancer cases,¹ more than 90% of duodenal ulcers and up to 80% of gastric ulcers.² This makes the accuracy of testing methods more critical than ever.

That's why the AGA and ACG now recommend active testing for *H. pylori*.^{3,4}

You're Invited...

Please join us for a dinner presentation by gastroenterology specialist Dr. Colin Howden. Dr. Howden will discuss consequences of bacterium infection and testing methods recommended by the AGA and ACG.

There will also be a demonstration of BreathTek™ UBT for *H. pylori* and the instrument necessary for the analysis of breath samples.

What you learn during this informative evening may change the way you evaluate patients presenting with common gastroenterological symptoms!

When: January 31 at 6:30 p.m.
Where: The Rosebud
1500 West Taylor Street
Chicago, IL 60607

(Dinner and cocktails will be served.)

Seating is limited; please RSVP by January 23rd to...
Michelle Laurion, Product Manager, Meretek Diagnostics Group
Phone: 720-299-2144
Email: Michelle.Laurion@otsuka.com

About the Speaker

Colin W. Howden, MD, FRCP, FACP, FACG, FCP

Dr. Howden is a Professor of Medicine at Northwestern University Feinberg School of Medicine in Chicago. His research has focused on the clinical pharmacology of gastrointestinal disease. He co-authored the ACG's initial practice guidelines on *H. pylori* infection and is senior author of the Cochrane Collaboration's systematic review of PPI therapy for ulcer bleeding.

Dr. Howden is Editor-in-Chief of AGA Institute Press and Gastroenterology & Hepatology Annual Review and serves on the editorial boards of the Journal of Clinical Gastroenterology, the American Journal of Therapeutics, Alimentary Pharmacology and Therapeutics, Gastroenterology and Hepatology, and GastroHep.com.

Hosted by:

MERETEK diagnostics group of
Otsuka America
Pharmaceutical, Inc.

¹ Correa P. Is gastric carcinoma an infectious disease? *N Engl J Med.* 1991;325:1170-1171.

² Centers for Disease Control Web Site. The Key to Cure. Available at: <http://cdc.gov/ulcer/keytocure.htm#symptoms>. Last Updated September 28, 2006.

³ American Gastroenterological Association. Medical Position Statement: Evaluation of Dyspepsia. *Gastroenterol.* 2005; 129: 1753-1755.

⁴ Chey WD, Wong B, et al. American College of Gastroenterology Guideline on the Management of *Helicobacter pylori* Infection. *Am J Gastroenterol* 2007;102:1808-1825.

Everything
you wanted to know
about the latest
developments in
H. pylori testing

(but have not had time to ask)

DETAILED CAMPAIGN DESCRIPTION

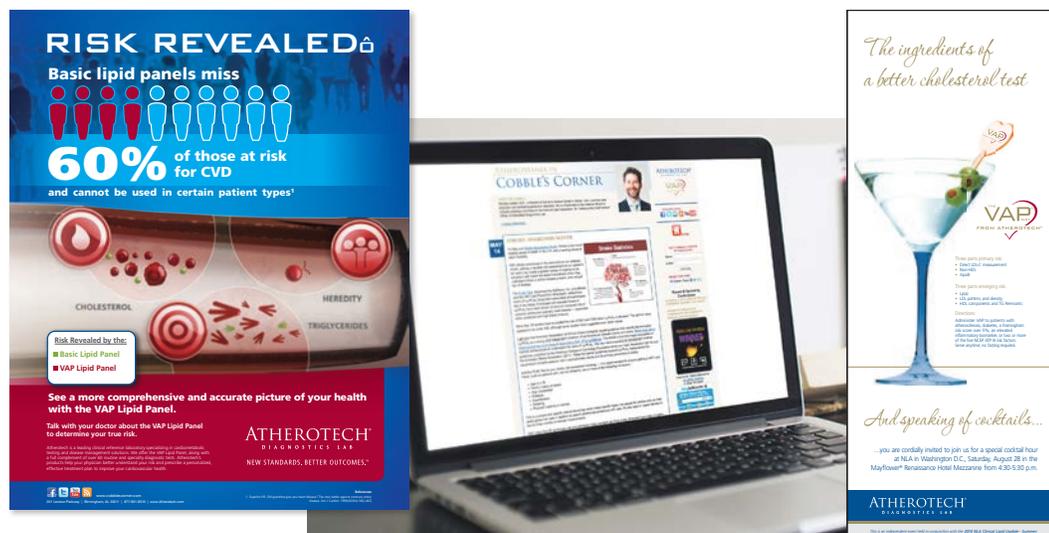
Demonstrating the benefits of a more revealing cholesterol test

Client: Atherotech Diagnostics

50% of all heart attack victims have “normal” cholesterol levels. This astonishing fact is more about the failure of the standard lipid panel versus cholesterol testing as a whole. According to Atherotech, makers of the VAP advanced cholesterol test, the real benefits of cholesterol testing are revealed when cholesterol is directly measured (not estimated as with the standard panel) and the various sub-classes of cholesterol are measured and analyzed.

Our highly successful campaign demonstrated the economic and clinical value of advanced lipid testing in general and the Atherotech VAP Lipid Panel specifically. Armada Medical worked in coordination with sales, marketing, product, research, and clinical teams to develop a strategic marketing campaign that emphasized earlier intervention, better outcomes and reduced costs.

The campaign included: clinical and consumer public relations and social media; thought leadership through KOL development and speaker support; physician, clinician and medical science educator support through content development; promotion of positive conference-presented or published research; integration of positive research into multiple communications tools and channels—including field sales—to reach and influence target audiences. All in support of a coordinated communications strategy built on foundational messaging and adhering to brand standards.



DETAILED CAMPAIGN DESCRIPTION

Atherotech Diagnostics Campaign highlights: In-office communication

The client wanted a visual communication that could help physicians explain the difference between a standard cholesterol test and the VAP cholesterol test. This poster was the result.

RISK REVEALED

Basic lipid panels miss

60% of those at risk for CVD and cannot be used in certain patient types¹

CHOLESTEROL **HEREDITY** **TRIGLYCERIDES**

Risk Revealed by the:

- Basic Lipid Panel
- VAP Lipid Panel

See a more comprehensive and accurate picture of your health with the VAP Lipid Panel.

Talk with your doctor about the VAP Lipid Panel to determine your true risk.

ATHEROTECH
DIAGNOSTICS LAB

NEW STANDARDS. BETTER OUTCOMES.™

Atherotech is a leading clinical reference laboratory specializing in cardiometabolic testing and disease management solutions. We offer the VAP Lipid Panel, along with a full complement of over 60 routine and specialty diagnostic tests. Atherotech's products help your physician better understand your risk and prescribe a personalized, effective treatment plan to improve your cardiovascular health.

References

1. Superko HR. Did grandma give you heart disease? The new battle against coronary artery disease. Am J Cardiol. 1998;82(9A):34Q-46Q

201 London Parkway | Birmingham, AL 35211 | 877-901-8510 | www.Atherotech.com

DETAILED CAMPAIGN DESCRIPTION

Atherotech Diagnostics Campaign highlights: KOL blog

Both Armada and the client believed that a respected lipidologist creating blog content in support of advanced cholesterol testing would help further the company's goal of more widespread adoption of their test. Armada created the "Cobble's Corner" blog, developing a dedicated blog website and providing regular editing and posting of blog articles.



DETAILED CAMPAIGN DESCRIPTION

Atherotech Diagnostics Campaign highlights: Event marketing

The client planned off-site events at industry conferences, and the National Lipid Association conference was one of the most important to them each year. Armada was asked to theme the event, and develop an effective invitation for attendees. Our event marketing was responsible for 40 doctors attending the event, which represented more than 10% of the 350-physician audience. Furthermore, the “cocktail recipe” concept was so effective at communicating the benefits of the VAP test that it was adopted for use in other marketing communications. Atherotech’s marketing director called the invitation one of the most “imaginative and effective” communications they have ever produced.



TARGETING CAPABILITIES

All of the capabilities you would expect... and more!

Armada offers the most comprehensive healthcare audience targeting capabilities, including:

-  By specialty, job title, size or organization, number of patients, etc. Includes standard physical addresses and emails for direct marketing.
-  By active participation in continuing education, including conferences, seminars, webinars and other learning.
-  By geographic location (location-based advertising), including geofencing physical addresses and conference venues, geo-retargeting, IP targeting and more.
-  By organic search, including search engine marketing (SEM), search engine optimization (SEO), website retargeting and more.
-  By contextual search, including digital advertisements delivered within trade articles, pre-roll YouTube videos and more.

“High influence” physicians by specialty in the top 30 U.S. markets

Includes: rheumatology, infectious disease, transplant, employee health and pediatrics, along with titles indicating department head or leader.

5 OR MORE PHYSICIANS



137 CONTACTS

2 OR MORE PHYSICIANS



231 CONTACTS

As you can see by the above list count, a very low quantity of physicians was identified during our preliminary list research. As a result, Armada recommends broadening your physician list for targeting, as many influential physicians in each category will not necessarily have a “title” that indicates their leadership role. We will work with you to establish additional criteria that can be used to identify a qualified subset of the total physician list that will work better to meet your objectives.

DATA TRACKING CAPABILITIES

Including an example of the “pivot” due to performance

Overview of Armada data tracking capabilities

All digital campaigns afford our agency excellent tracking abilities, including analytics, to guide campaigns and to help identify any problems within the sales funnel. We will work with your internal call handler to combine electronic leads with the smaller number of direct inquiries to help provide a total picture of campaign ROI.

In addition to determining campaign ROI, we can help identify potential barriers to the sale. Form fills are analyzed and forms are updated to ensure the information obtained can help qualify and stratify leads. Phone inquiries can be recorded and analyzed. Surveys are used to identify the reasons why a visitor did or did not become a lead, and website visitors who do not respond can be identified and retargeted with digital ads across multiple platforms.

“Pivot” example

Armada client TMS Center of Colorado is a mental health treatment specialist with two office locations in Denver and Lakewood, CO. The practice provides transcranial magnetic stimulation (TMS), an FDA-approved treatment for major depressive disorder and obsessive-compulsive disorder.

The company offers a superior form of TMS—called deep TMS™—which is clinically shown to provide superior results as the magnetic pulses penetrate deeper into the brain’s limbic region than other TMS systems. Deep TMS treatment works for about 2 out of 3 patients and is especially useful for “treatment resistant” patients who are not responding adequately to medication.

DATA TRACKING CAPABILITIES

The digital marketing campaign launched in 2020 did not initially achieve the results we wanted. An analysis of the campaign and data derived from lead sources revealed:

The client-approved theme of “Go Deeper with Deep TMS” (meant to differentiate their system from competitors) was not resonating with the majority of consumers who were not yet aware of TMS at all.

The direct-response forms were not located “above the fold” on the website (the visitor had to scroll to find them).

The campaign focused only on depression; bore specific ad messages were needed for other mental health disorders such as OCD and anxiety disorder, along with corresponding dedicated website landing pages.

Negative keywords had not been added after the campaign was running.

Messages were quickly changed to be more descriptive about TMS. These included terms such as “FDA-approved depression treatment”, “FDA-approved OCD treatment,” “alternative to depression medication”, and “you deserve to feel like yourself again”. A free 15-minute phone consultation was added to the call-to-action and the digital campaign was re-launched.

How the campaign “pivot” impacted results

The pivot was conducted after the results of September 2020 were analyzed. During that month, the campaign achieved 4,075 impressions, resulting in 172 ad clicks and 4 calls. After the pivot, the campaign achieved 4,744 impressions, resulting in 188 clicks and 9 calls the very next month.

Additional adjustments were made over subsequent months and by summer 2021, with no increase in budget, the campaign was achieving an average of 6,000 impressions, 200 clicks and 34 calls, meeting or exceeding client objectives.

CREATIVE, DESIGN AND PRODUCTION DEVELOPMENT PROCESS

The following is the recommended methodology used to develop Armada's marketing communications campaigns:



Strategic Market Position

Armada will help Oxford Immunotec develop a market positioning statement for both T-Cell *Select* and T-SPOT.*TB*. The latter will include individual positioning statements for each target physician audience. The purpose of the positioning statement is to identify the primary audience, primary benefit delivered by its service offering and why it is different from, and better than, competing tests.



Competitive Analysis

Armada will compile and analyze the marketing communications used by T-SPOT.*TB* top competitors. This will help determine how they are positioning themselves, competing test USPs and more.



Messaging Platform

The key deliverable that will form the basic framework of all marketing communications. This will include a universal message theme, along with individual channel messages as required. The message platform is the basis for all content, copy and designs within the campaign.



Creative Snapshot

Prior to developing marketing materials, Armada will deliver 2-3 "Creative Snapshots". These will include themes with high level messages and a design that can be applied to various deliverables. Each creative theme presented for your review will tie back to the messaging platform.



Campaign Message Testing

Message testing on target audiences is recommended to determine:

- Relevance and message clarity
- Ability to generate a lasting awareness
- Ability to generate brand preference

It is recommended that message testing be conducted on both current customers/referrers as well as those not using/referring for T-Spot.*TB*.

CREATIVE, DESIGN AND PRODUCTION DEVELOPMENT PROCESS



Campaign Development

Feedback gained from message testing will allow us to refine overall messaging and develop the required program components: Product literature, direct mail, advertising, conference booth and more.



Pre-Press/Pre-Flight and Quality Control

All communications undergo a complete pre-press checklist conducted and managed by our production manager, Nick Mastin. This includes final proofreading, typography checks, checks to ensure photograph resolution is acceptable, and more. If Armada is handling the printing, we will guarantee the quality of the finished product.



Advertising and Digital Marketing: Implementation and Measurement

Armada will manage the development and tactical delivery of the campaign and associated materials. We will assist you with the implementation of measurement metrics in order to monitor and evaluate:

- Change in market perception, awareness and preference — measured over time
- Customer and prospective customer input
- Direct lead generation for T-Cell *Select*
- Increase in physician preference for T-SPOT. *TB*.
- Increase in physician referrals for T-SPOT. *TB*.



Strategic Market Position



Competitive Analysis



Messaging Platform



Creative Snapshot



Campaign Message Testing



Campaign Development



Pre-Press/Pre-Flight and Quality Control



Implementation and Measurement

YOUR ACCOUNT TEAM

Ridiculously competent



Matt Kramer, MBA, Account Supervisor

Matt joined our agency in 2008. Prior to Armada, he worked on the client side, as both a sales representative and a district manager for Makita U.S.A. and Klein Tools respectively. At Armada, Matt rose from an account assistant to account manager, tackling a wide range of assignments ranging from product launches to direct marketing and lead-generation campaigns.

While at Armada, Matt completed his MBA at the University of Colorado Denver. Promoted to Account Supervisor, he has managed several of the agency's medical technology, biomedical testing and medical device accounts, including Otsuka America Pharmaceutical (BreathTek), Medtronic (INVOS and BIS monitoring systems), Sorin Group (Mitroflow Aortic Heart Valve, Annuoplasty Rings, and Surgical Implements), 3D Biopsy (Prostate Biopsy System), Atherotech (VAP Advanced Cholesterol Test), AlloSource (ProChondrix) and XynManagement (Transplant Waiting List Management Software).

For Oxford Immunotec, Matt will be your primary contact, responsible for managing the overall campaign. This includes directing internal staff and the account team, and providing you with regular project status updates, budgeting and individual product and campaign timelines and results reports.



Jim Koehler, President & Creative Director

Jim joined the company in 1989 as a copywriter, eventually rising to the title of creative director and president. He is the agency's chief strategist and the architect of many successful marketing and advertising campaigns for a wide variety of healthcare clients.

He has worked with medical device and biomedical testing companies since his first day at the agency, marking more than three decades of experience in the industry. For Oxford Immunotec, he will be responsible for market positioning, various market research initiatives, message development and content/copywriting.

YOUR ACCOUNT TEAM

Ridiculously competent



Brooke Henson, SEO, Digital Marketing & Reputation Management

Brooke first joined Armada in 2006 as a public relations specialist. Since that time she has held many hats at the agency, including account management, content writing and social media management. She departed the agency in 2006 and, pursuing her passion, went to work for a digital marketing and SEO firm where she gained a wealth of experience. She rejoined Armada in 2020, bringing with her valuable experience in the digital marketing space. She now leads online marketing and reputation management for the agency's clients.



Lilly Luke, Art Director

An experienced art director and website developer, Lilly is Armada's primary designer. She has extensive experience with product literature, websites, blogs, direct mail and more, as well as brand identity development and graphic support for social media and digital campaigns.

Prior to Armada, Lilly worked as an assistant art director for Dust City Wood Stickers, where she gained experience in both design and pre-press/pre-flight services—an essential component of a graphic designer's overall experience. She also worked for the creative department at 5280 Magazine, Colorado's premier lifestyle publication.

YOUR ACCOUNT TEAM

Ridiculously competent



Julie Greason, Senior Designer

Julie has worked with Armada for more than 16 years, providing exceptional print and electronic designs for a host of healthcare clients and projects. Her eye for design and attention to detail has resulted in numerous awards, including many in results-based competitions. Prior to Armada, Julie worked for SunLitho and Savoy Color imaging, where she learned the finer aspects of the print industry. This providing her with excellent experience and insightful knowledge in both design and pre-press. Julie is also an exceptionally talented fine artist, known for original abstracts exhibited and sold in galleries across Colorado.



Nick Mastin, Multimedia Production Manager

Nick is responsible for print, audio and audio-visual production at Armada, as well as final pre-press and pre-flight file management. He is also an accomplished video editor, having produced numerous videos and audio-visual presentations for Armada Clients. He is experienced with the full Adobe and Microsoft software suites (including Premier) as well as Toonly and Doodly Animation programs and HandBreak for video conversions. Before Nick joined Armada in 2009, we worked for a printing company, where he gained valuable insight into print production and printing quality control. He also worked for Shane Company, the region's best-known direct diamond importer.

DETAILED PRICING

According to the estimated scope of work

T-Cell *Select* platform launch to 190 laboratory targets

Campaign recommendations

Positioning and overall creative theme	\$	10,000
T-Spot. <i>TB</i> Trade Advertisement “the most accurate TB test is now the easiest to process”	\$	6,800
Estimated media budget (six placements in CLN)	\$	40,800*
(full page, four color, premium placement)		
CAP and AACC conference marketing	\$	16,800
Conference marketing theme Booth design (booth hardware not included) Pre- and post-show mailings for lead generation (printing and postage additional)		
Direct Marketing	\$	24,000
Six-in-series direct mail campaign including one 3-dimensional mailer.		
Estimated costs for printing and mailing (190 targets)	\$	3,500 - 5,000*
Digital Marketing	\$	1,500/mo.
Location-based advertising (geofencing & geotargeting)		

High influence physician marketing, 5 specialties, top 30 U.S. markets

Positioning and overall creative theme	\$	10,000
New T-Spot. <i>TB</i> brochure (6-8 page)	\$	7,800
T-Spot. <i>TB</i> comparison flyer (vs. QFT-Plus)	\$	3,800
Mailing list development and rental	\$	1,500

*Outside costs (estimate only). All outside costs will be re-estimated when final quantities and final project specifications are known.

DETAILED PRICING

According to the estimated scope of work

High influence physician marketing, 5 specialties, top 30 U.S. markets

Positioning and overall creative theme	\$	10,000
New T-Spot. TB brochure (6-8 page)	\$	7,800
T-Spot. TB comparison flyer (vs. QFT-Plus)	\$	3,800
Mailing list development and rental	\$	1,500

Intelligence Survey

Survey design and writing (customized for 5 specialties + labs) and physician letter:.....	\$	6,750
Survey incentives (estimated – 100 responses)	\$	2,500*
Survey letter printing and mailing (500 quantity)	\$	2,200*
Survey analysis, report and recommendations.....	\$	3,500*

Doc-to-doc Letters

Doc-to-doc letter series (4 letters, customized for 5 specialties).....	\$	6,400
Letter printing, mailing and postage (500 quantity)	\$	4,800*

Direct Mail

“The results are in” direct mailer	\$	6,500
Printing, mailing and postage (500 quantity).....	\$	1,750

Digital Marketing

Location-based advertising (geofencing & geotargeting)	\$	2,500/mo.*
Printing, mailing and postage (500 quantity).....	\$	1,750

Total estimated agency fees (before outside expenses).....\$ 108,850

Monthly fee option, October 2021 – September 2022\$ 9,070/mo.

*Outside costs (estimate only). All outside costs will be re-estimated when final quantities and final project specifications are known.

ARMADA MEDICAL MARKETING REFERENCES



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TIMELINE & MILESTONES

OCT
2021

October 2021

- Conduct product positioning (T-Cell *Select*)
- Conduct product positioning (T-Spot. *TB*)
- Creative theme development

NOV
2021

November 2021

- Intelligence survey (all audiences)
- Prepare CLN ad for publication
- Develop all marketing literature
- Message testing
- Adjustments to website as required

DEC
2021

December 2021

- Development of landing pages to support direct marketing campaigns
- T-Cell *Select* first mailer (3D mailer - laboratories)
- Ad placement – Clinical Laboratory News (CLN)

JAN
2022

January 2022

- T-Cell *Select* second mailer (laboratories)
- T-Spot. *TB* first mailer (physicians)
- Ad placement – Clinical Laboratory News (CLN)
- Geofencing campaign – all audiences

FEB
2022

February 2022

- T-Cell *Select* third mailer (laboratories)
- T-Spot. *TB* second mailer (physicians)
- Ad placement – Clinical Laboratory News (CLN)
- Geofencing campaign – all audiences

MARCH
2022

March 2022

- T-Cell *Select* fourth mailer (laboratories)
- T-Spot. *TB* third mailer (physicians)
- Geofencing campaign – all audiences

TIMELINE & MILESTONES

**APRIL
2022**

April 2022

- T-Cell *Select* fifth mailer (laboratories)
- T-Spot. *TB* fourth mailer (physicians)
- Geofencing campaign – all audiences

**MAY
2022**

May 2022

- T-Cell *Select* sixth mailer (laboratories)
- T-Spot. *TB* fifth mailer (physicians)
- Geofencing campaign – all audiences

**JUNE
2022**

June 2022

- T-Spot. *TB* sixth mailer (physicians)
- Design conference booth
- Geofencing campaign – all audiences

**JULY
2022**

July 2022

- Design conference pre-show mailing
- Deliver conference booth
- Ad placement – Clinical Laboratory News (CLN)
- Geofencing campaign – all audiences

**AUG
2022**

August 2022

- Design conference post-show mailing
- Ad placement – Clinical Laboratory News (CLN)
- Geofencing campaign – all audiences

**SEPT
2022**

September 2022

- Launch pre-show mailing campaign
- Ad placement – Clinical Laboratory News (CLN)
- Geofencing campaign – all audiences
- Geofencing campaign – conference attendees
- Campaign evaluation and next steps
- Optional: On-site conference support (AACC and CAP)



ArmadaMedical.com | 303-623-1190

**THANK
YOU**

**We appreciate
your time and
consideration and
look forward to
hearing from you.**



Jim Koehler

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