



»» *Case Study:* Integrated marketing campaign featuring online advertising and media relations yields 31% increase in provider searches for optical client.

## Background

Founded in 1992, Optos designs, manufactures and markets retinal imaging devices that create **optomap** images. The **optomap** provides a unique, ultra-widefield, 82% view of the retina—the only one of it's kind in the world. **optomap** images allow eyecare professionals to screen patients for numerous potential eye issues and provide the ability to follow a patient's progress over time. The permanent record, created from an **optomap**, can also be shared and referenced by multiple healthcare practitioners.

## Challenge

Optos was facing several challenges:

1. While their business was growing, the majority of eyecare professionals in the U.S. did not offer **optomap** screenings.
2. Vision insurance rarely covered **optomap** screenings. This was a barrier to both doctors, who were hesitant to invest in a non-covered technology, and patients, who did not want to pay out-of-pocket.
3. Both of the preceding problems were related to the fact that patients were generally unaware of **optomap** and its benefits.

Optos recognized that, to address these challenges, they needed to reach consumers where they were making eyecare-related decisions—online. But, Optos had little knowledge or experience in the digital marketing arena. That's where Hult came in.

## Solution

Hult developed an integrated campaign that combined digital marketing and media relations to generate consumer awareness of **optomap**. The program was launched in seven beta markets with geo-targeted paid search and display advertising. The ads linked to an interactive landing page ([optomapexam.com](http://optomapexam.com)) featuring stunning visuals that helped educate consumers about

retinal health and the benefits of **optomap** imaging. Each page prompted users to search for an **optomap** provider.

The consumer media relations component featured compelling doctor-patient success stories in which **optomap** was an integral part of early disease detection and management. An eMedia kit offering links to the microsite, as well as press releases, closed the loop between the media relations and digital marketing efforts.

## Results

By all standards, the campaign was a huge success. Online advertising yielded over 2.3 million impressions, with conversion rates exponentially higher than projected. Overall, Optos saw a 31% increase in provider searches over the national baseline, despite this being only a limited, seven-city campaign.

»» 2.3 million impressions

»» 31% increase in provider searches

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>> Campaign Creative:  
eMedia Kit

**optomap** eMedia Kit

ultra-wide digital retinal imaging

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**The optomap Advantage**

Sometimes more is better. An **optomap** shows a detailed, ultra-wide 82% view of your retina so your doctor can clearly see the earliest signs of disease – and that gives you a better opportunity for early treatment. Are you getting the bigger picture?

**EYE MELANOMA** **RETINAL TEARS**  
**STROKE** **DIABETES**  
**RETINAL DETACHMENT**  
**HEART DISEASE**  
**GLAUCOMA** **HYPERTENSION**  
**MACULAR DEGENERATION**

**optomap® Retinal Exam**      **Traditional Retinal Exam**

**The View**      **The View**

The **optomap** shows a detailed, ultra-wide 82% view of your retina. That's the only ultra-wide view of the retina available. It shows more than 10 times more of your retina than a traditional exam. That means your doctor can see the earliest signs of disease – and that gives you a better opportunity for early treatment. Are you getting the bigger picture?

**Non-Fluorescein Angiography**  
The **optomap** shows a detailed, ultra-wide 82% view of your retina. That's the only ultra-wide view of the retina available. It shows more than 10 times more of your retina than a traditional exam. That means your doctor can see the earliest signs of disease – and that gives you a better opportunity for early treatment. Are you getting the bigger picture?

**optomap HELPS DIAGNOSE POTENTIALLY LIFE-THREATENING MELANOMA IN 8-YEAR-OLD**

8-year-old girl with malignant melanoma: her doctor found the **optomap** during a routine eye exam. The early detection may have saved her life.

**Left Eye**      **Right Eye**

Traditional view of retina. **optomap** shows a detailed, ultra-wide 82% view of your retina. That's the only ultra-wide view of the retina available. It shows more than 10 times more of your retina than a traditional exam. That means your doctor can see the earliest signs of disease – and that gives you a better opportunity for early treatment. Are you getting the bigger picture?

**begin in childhood.**

Many eye problems

**Protect your family's future.**

begin in childhood.

Many eye problems

**optomap is revolutionizing the eye exam.**

[Find a doctor NOW](#)

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Online Marketing

**optomap** ultra-wide retinal imaging

This is a 90% view of your retina. That's better than a traditional exam. We believe in the bigger picture. Click to see more.

**What 9 of 10 Eye Exams Show**      **Your Eye Exam with optomap**      **Window to Your Health**

It's the bigger picture of your health. Faster diagnosis. Early treatment. Improved health. **optomap**. Learn more.

[Find a Doctor](#)

Less waiting. Comprehensive health records. Discover for yourself how **optomap** can benefit your family.

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Microsite

**optomap** ultra-wide retinal imaging

**82% view**

Sometimes more is better. An **optomap** shows a detailed, ultra-wide 82% view of your retina. It's quick. Painless. Inexpensive. A better eye exam that allows for faster diagnosis, early treatment and improved health. Are you getting the bigger picture?

**What 9 of 10 Eye Exams Show**      **Your Eye Exam with optomap**      **Window to Your Health**      **The optomap Advantage**

What if you could see your medical future? Detect disease in less than a second? For less than the cost of dinner and movie? Would you? [Learn more.](#)

[Find a Doctor with optomap® Near You](#)

Less waiting. More accurate and comprehensive exams. Complete health records. Discover for yourself how **optomap** can benefit your family.

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