

HEALTHDYNE TECHNOLOGIES

MARKETING SITUATION:

Healthdyne, a leading manufacturer of **respiratory therapy products** was struggling to keep a competitive edge. Their respiratory product, the BX 5000 Oxygen Concentrator had slipped from second place market position to third place. To help bring the product back to life, Broadus was asked to create a marketing plan supported by an aggressive advertising. Although Healthdyne had never had an advertising agency before, they now recognized the importance of building brand image to restore confidence in the Healthdyne name. Annual sales revenues were approx. \$8 million dollars.

MARKETING STRATEGY:

Job #1 was to re-brand HEALTHDYNE. To achieve this, Broadus created a 'new corporate look ' for the company. The new look gave Healthdyne the high profile image it needed to be more aggressive in the marketplace.

TARGET AUDIENCE:

PRIMARY: Respiratory products – Pulmonologists, Hospitals, Respiratory Products Dealers

CREATIVE STRATEGY:

A series of ads and sales brochures were created in the striking new design format.
The Breathe Easy Company - tagline for respiratory therapy products was created

MEDIA STRATEGY:

Strategic ad placements were implemented in dealer publications, hospital magazines and journals. Close monitoring of editorial schedules was carefully considered.
Direct Mail was directed to physicians, hospitals and the dealer networks.

RESULTS:

Within three years, Healthdyne's annual sales grew to \$50 million.
Within 5 years to \$250 million.

At the time they monofinally went public, their top 4 respiratory products ranked #1 in market share.

