



TribeAgency Creates Interactive Marketing Tool for Stericycle Software



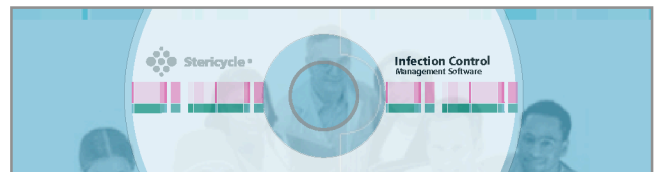
Market Outlook

While it is undisputed that the healthcare industry strives for constant improvement in the areas of safety and compliance, the fact remains that in 2003 over two million patients acquired infections after being admitted to the hospital. A portion of these infections resulted in 90,000 deaths.

In response to these alarming numbers, the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) has introduced new standards for infection control that will apply to the entire healthcare industry.

Opportunity

In response to the emerging JCAHO standards, Stericycle, an innovative industry leader dedicated to the management of infection control and compliance services, introduced a groundbreaking software solution to aid professionals with their infection control issues. Titled Infection Control Management Software (ICMS), Stericycle's solution greatly reduces the excessive time demands of infection surveillance and analysis in healthcare facilities and guides healthcare professionals on how best to be JCAHO compliant by constantly monitoring their infection control practices.



Healthcare professionals are now entrusted with seeking new ways of mitigating the risk of infection and being able to track and control infection cases.

In seeking ways to demonstrate the value of its software, Stericycle approached TribeAgency to cultivate ideas on how best to introduce their new solution to the healthcare marketplace.

TribeAgency was charged with not only promoting the Infection Control Management Software but also creating an innovative way to articulate the program's many features. The end solution needed to educate potential customers about the benefits of Stericycle's Infection Control Management Software and act as a "virtual salesperson."



STERICYCLE ICMS CD-ROM CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solutions

- After a consultative session between principals from Stericycle and TribeAgency, a decision was made to develop an interactive CD-ROM brochure to raise awareness about the ICMS solution. The CD-ROM brochure would serve as three-pronged information, sales and marketing tool by providing prospects with a comprehensive overview of the ICMS solution via an interactive experience.
- To begin the project, TribeAgency initialized the Define phase of their 4D process. This unique, service-marked 4D process fully defines a project's complete strategy from start to finish.
- To kick-off the Define phase, TribeAgency's strategy team worked to determine exact target audience demographics and to establish a sound plan on how to properly approach and engage the healthcare marketplace with the introduction of the ICMS solution.
- Once the project's marketplace objectives and audience profiles were outlined, demonstrations of the software in use were videotaped and logged. TribeAgency's copywriting team was trained on how to use the software.
- Armed with a deep insight about how the software was to be utilized in real-world scenarios, as well as demonstrated in one-on-one demos, TribeAgency's copywriting team composed on-screen copy and a complete voiceover script to articulate the ICMS solution.
- With an approved script TribeAgency hired voiceover talent and conducted voiceover sessions in-house at the TribeAgency audio studio. After recording was complete, TribeAgency technicians digitized, edited and compressed the voiceover session into unique tracks.
- TribeAgency's design team created a custom interface for the CD-ROM brochure that utilized an innovative chapter-based menu scheme to facilitate quick and easy navigation on the CD-ROM.
- With a completed interface, TribeAgency's technical team incorporated Macromedia Flash to bring the content to life. Programmed to run on either the PC or Mac platform, the CD-ROM utilized a highly stylized animated opening and custom music track to introduce the unique software solution to its target audience.

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- After the introduction, a non-linear, self-paced interactive experience with full voiceover allowed viewers to experience a comprehensive overview of the ICMS solution, its various benefits and numerous features.
- The CD-ROMs were cased in a four-color cardboard package, designed by TribeAgency for mass mailings via inexpensive postage. The TribeAgency design team employed bright colors, engaging images and catchy phrases on the casing to capture the attention of potential customers.



Results

- Stericycle's staff has reported an overwhelming positive response to the Infection Control Management Software CD-ROM brochures. Originally designed for use as a follow-up mail piece, the CD-ROMs have been a successful and compelling way to introduce the software to prospective buyers. They are now used as the primary sales tool at tradeshow and in one-on-one sales demonstrations.



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