

CASE STUDY

Reduce Alarm Fatigue: happy carers deliver higher care!

"Should I stay, or should I go now"





The healthcare industry is one of the world's largest industries and growing at a rapid rate. Undergoing a shift towards the digital paradigm, Healthtech manufacturers are rapidly developing new digital solutions for consumers, patients, providers and caregivers across the health continuum. The objective: improve the delivery, payment and consumption of care. With support of technology like databases, apps, mobile and wearables, the focus is on using data to enable better care at a lower cost.

The challenge

The overload of alarms, or 'Alarm fatigue', is a well-documented issue and effects the daily lives of caregivers in hospitals, such as nurses and doctors. Alarm fatigue is the exposure of clinical staff to an excessive number of non-actionable or false alarms. These false alarms can lead to a sensory overload, causing tiredness, distraction and added stress, all having an impact on patient safety.

A leading healthtech manufacturer was aiming to engage clinicians as their primary focus and wanted to showcase expert knowledge, and thought leadership, around this sensitive topic. The ultimate goal was to build their reputation in the 'clinical services' arena and assist medical institutions to resolve alarm management challenges.





Why Engagement Factory?

The global marketing team needed a partner who could shape a digital campaign strategy to tackle the alarm management challenge head on.

They were struggling with the following:

- A lack of communication strategy around the 'Alarm Fatigue' topic
- Lots of unstructured content covering wide aspects of the problem
- An absence of lead generation 'best practices'
- Incomplete customer data.

Engagement Factory stepped in to map the content for every stage of the funnel and picked up the brief for an online lead generation campaign capable of driving target contacts from awareness, to becoming MQL's.

The required approach? A centrally built, but locally owned campaign that could be easily adopted by markets worldwide.

“We had a challenging task as we needed to present ‘semi-existing’ content in a compelling way to our target audiences. We are very happy with how Engagement Factory supported us by placing all our main messages into context from a very early stage, thanks to a strong campaign strategy.”



Campaign delivery

Engagement Factory took on the challenge to create a best in class lead nurture campaign. The campaign covered these stages of the customer journey:

- Awareness
- Conversion
- Education
- Lead generation.

Content Mapping and Messaging

The project started with a detailed content audit of all existing resources to get a clear understanding of the pain-points and issues that would resonate with the target audience.

Next, they produced a detailed content map covering all stages of the customer journey. This content map was a holistic resource, which mapped out the messaging strategy, alongside relevant content by size and format, to ensure a consistent storyline flowed throughout the campaign.





Creative and Engagement

Upon approval of the campaign messaging, Engagement Factory started work on the creative design for the campaign, crafting every single asset to adhere to the company's brand guidelines. **These assets included:**

- Engaging emails, as well as social media posts to generate awareness.
- A 5-level content-driven website to foster further engagement and convert visitors from unknown to known into the database.
- A nurture flow of emails and landing pages to educate and score highly-engaged users.

This fully automated lead flow was capable not only of filling the funnel, but also of converting, scoring and handing leads over to sales. The campaign was now ready to launch.

Key phases:

- Campaign strategy
- Content audit and content map
- Messaging framework
- Creative design
- Lead scoring setup.



A proven safety risk

Alarm fatigue

Alarm fatigue Patients & alarms Alarm management Practical tips

More than just a nuisance

The proliferation of alarms generated by monitoring systems is a growing concern for anyone committed to patient safety. Exposure to excess alarms in care settings, especially non-actionable alarms, can result in desensitization among the clinicians that they are intended to alert, a syndrome called alarm fatigue.

Alarm fatigue can lead to reflexive silencing of alarms, breaking monitoring protocols and missing true positive alarms—placing a burden on caregivers

“When an alarm goes off you want to make sure **it is clinically relevant.**”

- ICU nurse practitioner,
St. Antonius Hospital,
The Netherlands



Results

The methodology and campaign setup have created a blueprint for the upcoming lead generation campaigns at the company.

“Countries and BG’s are very positive about the campaigns and are fascinated and inspired by the fresh looks and designs chosen.”

The campaign is live and contributing to the business goals in over 10 markets, with open and click through rates 5 times above the company benchmark. Furthermore, creating over 30 MQL’s in the active markets and closing deals for Clinical Services.

The ‘Alarm Fatigue’ lead generation campaign also won a prestigious internal company award.

Our joint successes:

- High enthusiasm and adoption across different markets
- Open and click through rates 5x above benchmark
- 30 MQL’s (and counting)
- Successfully closed sales deals
- A prestigious award.





We are Engagement Factory, a customer engagement agency to the core. With a focus on bringing together people, processes, data, content and technology, we help our clients transform into a customer-centric business. Delivering compelling experiences throughout the customer journey, we enable them to build long-lasting customer relationships.

From our main base in the vibrant heart of Europe's tech hub, the Netherlands, we operate across the globe. Our international team empowers local support, from Sweden to South Africa – and everywhere in between.

For more information, visit www.engagementfactory.com

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