



FireRescue1 Creates Integrated Marketing Platform for Masimo

Educates the Market, Generates Awareness and Drives Sales Leads

Background:

Masimo Corporation, the innovator of motion and low perfusion tolerant pulse oximetry, develops licenses and markets advanced medical signal processing technologies and products for the noninvasive monitoring of patient vital signs. Masimo's RAD-57 Pulse CO-oximeter analyzes wavelengths of light to accurately and noninvasively measure carbon monoxide (SpCO™) and methemoglobin (SpMet™) percent levels in the blood. Use of the RAD-57 is particularly important in the fire rescue market due to the threat carbon monoxide (CO) poses to firefighters related to smoke inhalation.

Challenge:

In late 2005, Masimo approached FireRescue1 and the Praetorian Group, our parent company, looking for ideas on how to better communicate the value and relevance of the RAD-57 to the fire rescue market. Like other companies targeting the market, Masimo was confronted by the significant challenge of introducing a complex product to a market that is fragmented, cost conscious and resistant to new technologies. Masimo quickly recognized that their challenge extended beyond introducing a new, costly technology, and included educating the market to not only the threat of CO, but also to the importance of rehabilitation from a number of fireground threats.



Masimo Objectives:

1. Educate the market about the importance of firefighter rehabilitation and the threat CO poses to the fire service
2. Establish Masimo as an industry thought leader in the area of firefighter rehabilitation, extending beyond CO monitoring
3. Introduce the RAD-57 as an essential tool for firefighter rehabilitation and build the case for CO screening after every incident
4. Create a pipeline for relevant, high-quality sales leads



Solution:

In response to this challenge, FireRescue1 created an integrated marketing strategy centered around a new industry microsite called FireRehab.com aimed at educating firefighters on the importance of rehabilitation. FireRehab.com would be designed to offer an industry-leading collection of news, original columns, tips and training information related to all aspects of rehabilitation from heat exhaustion and dehydration to carbon monoxide and cyanide poisoning. While structured primarily as an informational resource, the site would also

feature product information and gave potential purchasers an easy way to contact the Masimo sales team. In addition, the site would be integrated with FireRescue1.com and the FireRescue1 e-news, providing exposure to 250,000 firefighters each month.

The Result:

FireRehab.com has quickly become the leading resource for firefighter rehabilitation in the market and has played a major role in establishing Masimo as the thought leader in firefighter rehabilitation. It also has provided Masimo with a steady stream of what their inside sales team has said are the highest quality sales leads they have ever received, generating a significant amount of sales revenue during the first 9 months of operation. With more than 20,000 unique visitors to the site each month, traffic to FireRehab.com has already eclipsed traffic to Masimo's corporate site.

In addition, FireRehab.com has evolved into a marketing platform for all Masimo fire industry initiatives, including lead generation, sales support and training. All print and trade show advertising references the site and the Masimo sales team has been using it as an information resource to support their sales efforts. FireRehab.com has been so successful that Masimo has undertaken a new project with Praetorian, FireGrantsHelp.com, a comprehensive resource for Fire Service grants and funding sources.

Customer Testimonial:

"Praetorian and FireRescue1 were identified early on as a potential partner due to the exceptional appearance and functionality of the Web sites they manage. Developing FireRehab.com with Praetorian was rapid, painless and cost effective. Since the site's launch, support has been nothing short of excellent. The entire experience with Alex and his incredible staff has been a model for customer service that other companies could learn from. It has led us into additional Web site development projects with Praetorian and a long-term strategic partnership between our companies."

- Barry Hickerson, Director of EMS Marketing, Masimo

