

Product Launch Plan – Content Krames on FHIR®

Krames StayWell will spend the next year on content marketing strategies for its FHIR (Fast Healthcare Interoperability Resources) technology. Following is the high-level content marketing plan to promote “Krames on FHIR®.”

1. Target Audience Identification:

The FHIR product aims to solve integration challenges in electronic health records (EHRs). The primary audiences for Krames on FHIR are leaders in healthcare organizations, especially hospitals and large health systems, and include IT departments and clinical decision-makers.

2. Content Creation:

The content-driven marketing strategy focuses on educating the audience about how Krames on FHIR could improve patient engagement through real-time delivery of personalized health information. This content will take various forms:

- **White Papers:** Detailed discussions about the benefits of integrating patient education materials with FHIR standards, highlighting use cases.
- **Case Studies:** Real-world examples of how Krames on FHIR is successfully implemented in various health systems.
- **Blog Posts:** Thought leadership content that covers broader industry trends, such as the rise of interoperability in healthcare, patient-centered care, and the benefits of FHIR.
- **Infographics:** Visual content to simplify complex concepts, such as how it works and its benefits.
- **Webinars and Videos:** Subject matter experts and customers discussing the importance of EHR interoperability and how Krames provides solutions.

3. SEO and Keyword Strategy:

The content will be optimized for SEO, targeting keywords related to standards, EHR integration, and patient engagement. Research suggests focusing on keywords such as "FHIR integration," "EHR patient education," and "healthcare interoperability."

4. Email Campaigns:

Email campaigns will target CIOs, IT professionals, and clinical leaders in healthcare organizations. These emails promote webinars, white papers, and blog content about Krames on FHIR and how it enhances EHR systems.

5. Trade Shows and Conferences:

Krames StayWell will participate in healthcare IT conferences like HIMSS (Healthcare Information and Management Systems Society), where Krames on FHIR will be showcased. Marketing materials, including case studies and white papers, will be distributed to attendees, and the focus will be on demonstrating the real-time benefits of FHIR integration.

6. Sales Collateral:

The product marketing team will work closely with the sales department to develop tailored sales presentations and materials for client meetings. This includes brochures, one-pagers, and detailed technical documents explaining how Krames on FHIR works within existing EHR infrastructures.

7. Thought Leadership:

The product marketing team will write bylined articles for Krames StayWell executives and subject matter experts. We will contribute articles to healthcare IT publications and translate them into session ideas for use at industry events. These activities will help position Krames StayWell as a thought leader in the healthcare interoperability space.

8. Performance Tracking and Adjustments:

The effectiveness of the content marketing strategy will be tracked through metrics such as website traffic, downloads of white papers and case studies, webinar attendance, and lead generation. This will allow real-time adjustments to content and campaign strategies to optimize engagement.

9. Krames on FHIR Micro-Site Development:

- **Purpose and Design:** The micro-site will be developed as a dedicated landing page to showcase Krames on FHIR®'s capabilities and benefits. It aims to streamline the marketing message and make it easier for healthcare IT professionals and decision-makers to access specific, product-related information.
- **Content Structure:** The micro-site will feature a combination of visual and textual content designed to explain how Krames on FHIR works, its integration with existing EHR systems, and the real-time delivery of patient education. It is structured with:
 - **Key Benefits:** Highlighting the seamless integration of patient education within EHR workflows and how FHIR standards make interoperability more efficient.
 - **Use Cases and Case Studies:** Showcasing how real-world health systems successfully integrate Krames on FHIR®, driving better patient engagement.
 - **Interactive Elements:** The micro-site will include demos or video walk-throughs to show the practical benefits of the tool. There is also a section for scheduling a live demo.
 - **Calls to Action (CTAs):** Clear CTAs like “Request a Demo,” “Download a White Paper,” and “Watch the Webinar” will be strategically placed to convert visitors into leads. The micro-site will serve as a hub for downloadable content

like white papers, product brochures, and case studies, providing multiple entry points for potential customers to engage with the product.

10. Webinar with Cerner:

- **Collaboration with Cerner:** Krames StayWell will team up with one of its partners, Cerner, one of the largest EHR providers, to host a joint webinar. This will be a significant marketing effort, as it will provide credibility to Krames on FHIR and align the product with a well-respected name in healthcare technology.
- **Webinar Focus:**
 - The webinar will emphasize **EHR interoperability** and **FHIR standards** as critical components for improving patient outcomes through real-time, personalized education materials. It will explore how Krames on FHIR delivers relevant content to patients at the point of care directly through the Cerner EHR system.
 - There will also be a solid technical component where Krames on FHIR's integration with Cerner Millennium® will be explained in detail, appealing to healthcare IT professionals.
 - **Live Demonstrations:** A demo showcasing how Krames on FHIR's content can be accessed by healthcare providers within Cerner's EHR interface will further explain the workflow improvements for clinical staff.
- **Audience Engagement:** The email invitation list will include healthcare executives, IT professionals, and decision-makers. The webinar will feature live Q&A sessions to answer specific technical and implementation-related questions.
- **Post-Webinar Follow-Up:** Attendees can download follow-up materials from the micro-site or schedule demos with the sales team. This will be followed by an email campaign to nurture leads generated through the webinar.

Together, the micro-site and the webinar with Cerner provide a comprehensive digital experience that not only educates healthcare professionals on the benefits of Krames on FHIR but also generates qualified leads for further engagement.

This plan combines educational content with strategic distribution, aimed at driving brand awareness and lead generation for Krames on FHIR.