



CardiArc, Inc.

CardiArc Inc. is revolutionizing an established nuclear medicine imaging technology with a patented camera system, leading to better cardiac diagnosis and fewer hospitalizations to rule out heart attacks. Physicians are now acquiring much sharper images of blood flow and function of patients' hearts – in less than half the time previously required – and they can do it all in their own offices, rather than in a hospital.

The start-up company received approval from the U.S. Food & Drug Administration in January, 2006 to market its new cardiac imaging system using single photon emission computed tomography (SPECT). The CardiArc system is as small as an executive chair, runs on 110 volts AC and fits easily in a 6-by-7 foot exam room without remodeling. It has no visible moving parts and uses solid-state sodium iodide technology. Patients sit upright, without rotating or holding arms over their heads. Scan times are very fast, ranging from two to six minutes at physician discretion.

Challenges:

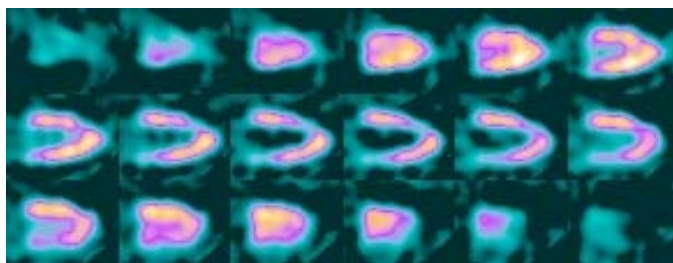
With an impressive IP portfolio containing 33 awarded and several pending patents, CardiArc has the best and most advanced technology but was totally unknown. Its major competitors include huge, multinational market leaders such as General Electric, Philips and Siemens. Landau PR was engaged to handle all the company's public relations – corporate communications, media relations, product launch, clinical evaluations and branding efforts. The assignment was devilishly simple: "Forego traditional advertising and use strategic public relations to help make us a major player."



Strategies & Tactics:

Working shoulder to shoulder with CardiArc's physician-inventor and its vice president of marketing, Landau PR:

- Created and executed a comprehensive media relations campaign to announce FDA approval and launch the product
- Designed and wrote press kits containing news releases, photos, fact sheets and Q&A documents on the company, its product and the technology



- Researched who was writing what about cardiac SPECT technology, gathered editorial calendars and carefully targeted appropriate writers and editors in healthcare journal and trade news media



- Identified and recruited peer physicians and researchers to serve as “3rd party” sources for medical writers and editors
- Worked with PR departments and principal investigators at The Cleveland Clinic and Emory University Medical Center to announce clinical evaluation studies
- Arranged and staffed news media briefings and product demonstrations at medical conferences and trade shows
- Managed the design and production of collateral to support trade shows and the sales team, including a brochure, booth displays and specification sheet
- Secured and facilitated interviews with company management
- Wrote and distributed news releases to the venture capital and financial communities



Results:

In the first six months of representing CardiArc, our news media placements and PR strategies resulted in the company receiving top-level national publicity through publication of stories in every relevant healthcare, trade and business publication and on each media's Web site.

News release distribution prior to medical conferences and trade shows resulted in standing room only crowds of prospective customers and many writers/editors at the company's booth

CardiArc's physician/founder is now a sought-after speaker at medical conferences and symposia and its unique imaging system is well known and understood by cardiologists, radiologists, nuclear medicine physicians, technicians and other health care professionals.



Conclusion:

With total media impressions running into the millions, the company and its products have received national attention and accolades with a resulting “credibility quotient” far greater than what could ever be received from advertising. As the company begins mass production of the CardiArc imaging system in late spring 2008, its strategic public relations and marketing efforts have successfully positioned it against some of the world's largest corporations.

In less than a year after we began our work, CardiArc's status moved from “unknown” to “SPECT imaging superstar.”