



CLIENT PERSPECTIVE

HD Medical, Inc.

Arvind Thiagarajan, Founder and CEO

“Golden Impressions has been driving HD Medical’s brand strategy and market presence since 2011. With GI support, HD Medical has emerged as a thought leader in the area of cardiac care, helping us secure some of the largest sales in the company’s history.

Their work includes our website, SEO, PR, literature, videos, tradeshow and exhibits.

Additionally, GI manages our social, digital and video marketing activities.

They are also instrumental in establishing our channel support program for our worldwide distributor base.”

The Challenge

Founded in late 2011, HD Medical, Inc. is headquartered in Santa Clara, CA with research labs in Chennai, India where they deliver life saving cardiac care technology.

In 2012, HD Medical needed to launch its initial product offering, the ViScope® Visual Stethoscope, able to display heart waveforms on an integrated visual screen. Starting from ground zero, there was a PowerPoint business plan, no website or literature and thoughts on messaging and positioning were muddled. The company needed to fuel sales to meet business growth objectives.

In early 2020, upon FDA clearance, HD Medical sought to introduce HD Steth™ intelligent stethoscope with integrated 3 lead ECG. Their website needed updated content and redesign to accommodate ecommerce. HD Steth branding, messaging and positioning, as well as literature needed creation as did a social and video marketing plan.

Later during 2020 HD Medical chose to move towards announcing a new all-in-one home patient monitor with 7 lead ECG to stay ahead of the competition. There was no product name, logo or consumer branding, social and video marketing were also required.

HD Medical’s Chairman, Founder and CEO retained Golden Impressions in late 2011 to launch the company and product lines worldwide.

Our Solution

GI orchestrated the company launch, debuting HD Medical and ViScope at the American College of Cardiology (ACC) show in March



2013. Supporting the company's launch, we developed content and design for the company's first website, researched and wrote, and produced the literature suite as well as PR press kit deliverables including a launch announcement, press kit materials plus distributed the Company Profile to Business Wire's worldwide audience.

Later, Golden Impressions conducted market research and gained competitive intelligence enabling us to develop the prospect profile, positioning and messaging matrix used for all marketing programs. GI created the entire presence for HD Medical, including website, PR, literature, training videos, plus tradeshow and exhibits. Additionally, we manage all demand generation activities including LinkedIn lead generation, online advertising, and email campaigns as well as channel support for distributors. We adopted an aggressive tradeshow schedule participating in key shows such as HiMSS, FIME, Medical World Americas, MEDICA and Arab Health.

During 2020, concurrent to HD Steth FDA clearance, GI launched a new website, aggressive public relations, and outreach as well as investor events. Our efforts helped HD Medical to secure the Silicon Valley Open Doors and MedTech Innovator awards enabling discussions with several impact investors.

In parallel, GI laid the monitoring device launch groundwork, including the product name of HealthyU™. In 2021, we announced HealthyU at CES with an aggressive PR campaign securing dozens of interview and feature opportunities. This PR blitz effectively enabled HD Medical to assume the lead in the consumer home health monitoring market positioning them for future growth.

The Results

Since the launch of HD Steth, management has secured the largest sales in the company's history. This includes several multi-million-dollar sales to healthcare organizations, institutions, and companies. And since the HealthyU introduction, the company has negotiated partnership agreements with major retail outlets and hospital networks.

HD Medical has generated thousands of leads from trade shows, website visitors, and LinkedIn lead generation campaigns which are a mix of prospects and partners that are now in the company database for ongoing lead generation promotions.

As a result of the public relations, HD Medical has enjoyed thousands of press pickups and articles telling a progressive story about the company and product line. In addition, Golden Impressions is responsible for establishing the HD Medical channel program which has generated the company's largest worldwide distributor base as well a cornerstone agreement with Stethoscope.com.