

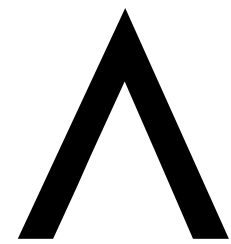


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JRI ORTHOPAEDICS

**The successful approach
to your *creating a
digital ecosystem.***

Michael Colling-Tuck & Adrian Di Mambro



AIM:

Creating a *digital ecosystem*.

To grow JRI Orthopaedics by boosting your story online and showing surgeons worldwide how your innovations make a difference, using your rich history as a foundation to drive brand awareness, lead generation and clinician engagement globally.

VISION:

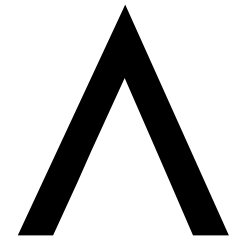
For **JRI Orthopaedics.**

Our vision is to craft an online brand identity for JRI Orthopaedics that resonates with today's healthcare landscape's cutting-edge yet honours its foundational legacy (initiated by Mr Ronnie Furlong and evolved under the stewardship of AK Medical's Mr Lee) but also projects a future where innovation, reliability, and global wisdom converge to empower surgeons and healthcare professionals worldwide.

In this future, JRI Orthopaedics will stand as a beacon of excellence in orthopaedic solutions, distinguished by its unparalleled supply reliability, commitment to sharing knowledge across continents, and exceptional service that always places the surgeon at the forefront. Through a cohesive digital marketing strategy, we aim to amplify JRI's message that 'you count,' ensuring that every interaction with the brand reinforces its dedication to quality, continuity, and personal significance in the medical community.

Our ultimate vision is to position JRI Orthopaedics not just as a supplier but as a partner in healthcare innovation, where every product and service is a testament to the brand's legacy of making a real difference in patient care and surgical excellence.





MISSION:

JRI Orthopaedics' *digital ecosystem*:

To modernise and expand JRI Orthopaedics' communication reach by harnessing digital innovation, ensuring your tradition of pioneering orthopaedic solutions and exceptional service amplifies globally.

OBJECTIVES:

01

Development of brand messaging:

Strengthen JRI's brand narrative to highlight its pioneering role in uncemented hip solutions and its expansion into shoulders, knees, ortho biologics, and navigational technology, reinforcing its position as a leader in orthopaedic innovation.

02

Surgeon-Centric Brand Positioning:

Sharpen JRI's brand positioning to emphasise its commitment to meeting the specific needs of orthopaedic surgeons, showcasing tailored solutions that underscore precision, reliability, and the surgical excellence ethos.

03

Online Content & Engagement:

Expand JRI's influence and engagement within the global orthopaedic community, leveraging digital platforms to share knowledge, foster collaboration, and highlight JRI's contributions to advancing healthcare on five continents.

04

Online Brand Awareness and Lead Generation:

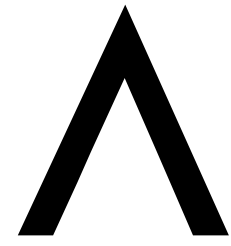
Develop and implement a strategic digital marketing plan that amplifies JRI's brand message, showcases its product innovations, and enhances online engagement with healthcare professionals, with an emphasis on educational content and user experience.

05

Creation of Analytics:

Setup of analytics to enable measurement of content, website and ecosystem performance.





STRATEGY:

How to create a *digital ecosystem*.

01

Strategic Brand Planning:

Development a strategic brand plan that will guide resource allocation and create messaging, content creation, channel management and website development.

02

Content Creation:

Utilise data-driven insights to create and disseminate surgeon-centric content, including case studies, surgical technique videos, and product innovation highlights, through platforms preferred by orthopaedic surgeons for professional development.

03

Channel Management:

Support implementation and training with regard to channel management, SEO and content marketing strategies to increase visibility and engagement.

04

Website Creation:

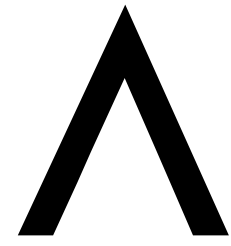
Enhance JRI's website and social media channels to improve user experience, emphasising ease of access to product information, educational resources.

05

Analytics & Reporting:

Setup of digital dashboards and reporting to measure KPI's such as website traffic, email opens, social engagement and lead generation will enable JRI to analyse it's performance and create feedback loops to improve it.





IMPLEMENTATION PLAN:

For the creation of a *digital ecosystem*.

01

Strategic Brand Planning:

- **Timeline:** Q2 2024.
- **Deliverables:** Creation of strategic brand plan to include:
 - Messaging strategy.
 - Content strategy.
 - Channel strategy.
 - Website strategy.

02

Content Creation:

- **Timeline:** Q2-Q3 2024.
- **Deliverables:** Creation of content based on strategic brand plan to create:
 - Brand asset collection.
 - Content library.

03

Channel Management:

- **Timeline:** Q3 2024.
- **Deliverables:** Creation of a new online website to host content and education resources:
 - Website.

04

Website Creation:

- **Timeline:** Q3 2024.
- **Deliverables:** Creation of channel management tools and training to enable:
 - 6 Month channel plans.
 - 6 Month content plans.
 - CRM integration.

05

Analytics Setup:

- **Timeline:** Ongoing.
- **Deliverables:** Setup of dashboards and data reporting:
 - Website.
 - Email.
 - Social.

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AGENCY BUDGET

Overall allocation for digital ecosystem.

TOTAL ALLOCATED BUDGET: £75,000 - £95,000

ECOSYSTEM STRATEGY DEVELOPMENT

Objective: To define a clear, surgeon-centred brand strategy that guides all aspects of JRI's digital ecosystem, ensuring every initiative aligns with the company's goals, audience needs, and market position.

1) MARKET RESEARCH AND ANALYSIS:

Comprehensive research, including surgeon interviews, competitor analysis, and market trend studies to inform the brand's strategic direction.

2) STRATEGY WORKSHOPS:

Facilitate strategy workshops with key stakeholders to define JRI's mission, vision, values, positioning, and messaging framework.

3) BRAND STRATEGY DOCUMENT:

Development of a detailed brand strategy document outlining the strategic foundation for the digital ecosystem, including target audience personas, brand positioning, messaging pillars, and an actionable roadmap for implementation.

TOTAL: £15,000-£20,000

DIGITAL ECOSYSTEM AND CONTENT CREATION

1) BRAND DOCUMENTARY:

Production of a compelling brand story video.

2) EDUCATIONAL CONTENT:

High-quality video and written content focusing on JRI's specialities.

3) CREATIVE ASSETS:

Infographics and interactive content to support the brand's story and educational efforts.

TOTAL: £25,000-£30,000

WEBSITE OVERHAUL AND DIGITAL PLATFORM ENHANCEMENT

1) WEBSITE REDESIGN:

A comprehensive update focusing on user experience, SEO, and mobile responsiveness.

2) INTERACTIVE PRODUCT CATALOGUE:

Detailed showcases of JRI's product offerings.

3) SURGEON PORTAL:

A specialised section for surgeons offering valuable resources and community engagement opportunities.

TOTAL: £35,000-£45,000

CREATING A DIGITAL ECOSYSTEM

Ongoing costs for JRI to run the ecosystem.

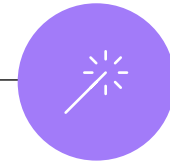


Monitoring and Analytics Tools:

Deliverables: Subscription fees for analytics and feedback collection tools to measure campaign performance and gather customer insights.

Resources Needed: Data analysts and market research teams to interpret data and provide actionable insights.

Budget: £2k-4k per annum

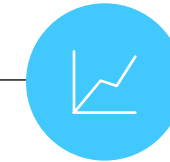


Marketing and Communication Campaigns:

Estimated Cost: Budget for multi-channel marketing campaigns, including digital advertising, social media promotion, and traditional marketing materials.

Resources Needed: Marketing and communications team, advertising agencies, and social media managers.

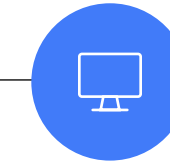
Budget: £10k-15k per annum



Contingency Fund:

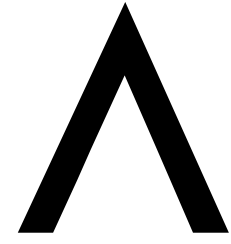
Allocation: A designated portion of the budget reserved for unforeseen expenses or adjustments based on real-time feedback and market dynamics.

Budget: £5k-10k per annum



Total Estimated Budget:

A comprehensive breakdown of the total estimated cost for the digital ecosystem project, including all the elements listed above, ensuring alignment with JRI Orthopaedics' financial planning and investment capabilities.



TIMELINE & MILESTONES FOR

JRI Orthopaedics *digital ecosystem.*

The following timeline provides a structured overview of the digital ecosystem process, from initial strategy development through to the final rollout, including monitoring and adjustment phases.

PHASE

01

Strategy Development and Planning:

Months 1-2:

- Market research and analysis completion.
- Brand strategy workshops and formulation of the brand strategy document.
- A kick-off meeting will be held with all project stakeholders to align on goals and expectations.

PHASE

02

Brand Narrative and Content Creation:

Months 3-4:

- Development of the brand documentary and educational content series.
- Creation of creative assets, including infographics and interactive timelines.

PHASE

03

Website Overhaul and Digital Platform Enhancement:

Months 5-6:

- Design and development of the website overhaul.
- Integration and testing of the interactive product catalogue and surgeon portal.
- SEO optimisation and mobile responsiveness adjustments.

PHASE

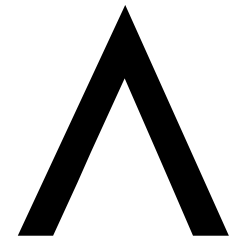
04

Implementation and Rollout:

Month 7:

- Launch of the new website and digital platforms.
- Initial rollout of brand narrative and educational content across channels.
- Implementation of the CRM system and training for staff.





TIMELINE & MILESTONES FOR

JRI Orthopaedics *digital ecosystem.*

The following timeline provides a structured overview of the digital ecosystem process, from initial strategy development through to the final rollout, including monitoring and adjustment phases.

PHASE

05

Monitoring, Evaluation, and Adjustment:

Months 8-12:

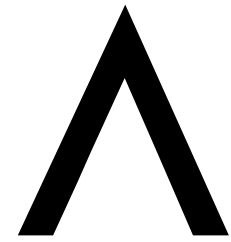
- Continuous monitoring of digital engagement, feedback collection, and performance against KPIs.
- Implementation of adjustments based on feedback and data analysis.
- Quarterly review meetings with stakeholders to report on progress and refine strategies as necessary.

Key milestones:

- Brand Strategy Approval: **End of Month 2.**
- Content Creation Completion: **End of Month 4.**
- Website Relaunch: **End of Month 6.**
- Initial Feedback Review: **End of Month 8.**
- First Adjustment Implementation: **End of Month 9.**
- Quarterly Review and Strategy Refinement: **Every three months post-launch.**

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CONCLUSION

Initiative for JRI Orthopaedics:

This proposal has outlined a strategic approach to refreshing your brand, highlighting our commitment to reinforcing the company's pioneering legacy while embracing the innovative spirit of its future. Through careful strategy development, engaging brand narrative creation, and digital platform enhancement our targeted initiatives are designed to resonate deeply with orthopaedic surgeons and healthcare professionals worldwide, emphasising JRI's commitment to quality, innovation, and exceptional customer service.

The proposed timeline and milestones ensure built-in flexibility to adapt to insights and feedback. The risk management plan addresses potential challenges, ensuring the project's success is safeguarded. With a budget allocation focused on maximising impact and return on investment, we are poised to elevate the JRI brand to new heights.

NEXT STEPS

Digital ecosystem:

To initiate this exciting journey towards redefining your brand presence in the global healthcare market, the following steps are recommended:

Stakeholder Approval: Gather feedback from all key stakeholders on the proposal and secure final approval to proceed.

Project Kick-off Meeting: Schedule a project kick-off meeting within the next two weeks to align the internal team and external partners on project goals, roles, and responsibilities.

Contract Finalisation: Finalise any contractual agreements with external agencies or consultants involved in the project execution.

Initial Strategy Workshop: Organise the first strategy workshop to commence the detailed planning phase, aligning with the brand's strategic direction and core messaging pillars.

Timeline and Budget Confirmation: Confirm the project timeline and budget allocations, ensuring all teams are aligned on expectations and deliverables.

Monitoring and Evaluation Setup: Establish the systems and tools for project monitoring and evaluation, setting the foundation for ongoing optimisation and success measurement.



FAQs

Answers to the *branding process*:

Q1: How long will the entire ecosystem creation process take?

A: The proposed timeline outlines a comprehensive process spanning approximately 6 months from initial strategy development to full implementation and evaluation. This allows adequate time for thorough execution and adjustments based on feedback.

Q2: How will we measure the success of the ecosystem creation process?

A: Success will be measured against pre-defined KPIs focused on brand awareness, digital engagement, surgeon and healthcare professional feedback, and surgeon engagement. Regular monitoring and evaluation will inform us of the project's impact and areas for optimisation.

Q3: What happens if the project exceeds the budget?

A: We will provide a detailed list of costed deliverables associated with each project phase. Regular billing schedules will allow for financial reviews to ensure any potential overruns are identified early, allowing us to adjust plans accordingly to stay within the overall budget.

Q4: Can adjustments be made to the strategy after the project has begun?

A: Yes, flexibility is built into the project plan. We anticipate adjustments may be necessary as we gather feedback and learn from each phase. The project will adopt an agile approach, allowing for refinements to ensure the strategy remains aligned with JRI's goals and market needs.

Q5: How will internal and external stakeholders be kept informed throughout the project?

A: A communication plan and gantt chart of the project phases will outline regular updates, milestone achievements, and feedback loops for both internal teams and external partners. This may include newsletters, project dashboards, and stakeholder meetings.

Q6: What if the ecosystem creation process does not resonate with our target audience as expected?

A: The strategy includes initial testing phases and ongoing monitoring to gauge audience response. If the refresh does not resonate as anticipated, we will gather insights to understand why and refine the approach based on this feedback.

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