

MEDICAL DEVICES

CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you name these common medical devices?
- How well do you know the early history of medical devices?



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Medical cost savings calculator](#)
- [MedTech interoperability poll](#)
- [Medical device classification quiz](#)
- [Medical device accelerated ageing calculator](#)
- [Medical equipment lease calculator](#)
- [Guess the inventors of these medical devices](#)



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Are smart stents the right fix for your heart condition? Find out.
- Which medical devices can save your life?



STAY **TOP OF MIND**

COST CALCULATORS

- How much money and time can medical devices save you?
- What is the cost of a pacemaker?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Find out devices that improve your chances of surviving!
- How are smart stents cost effective?



CREATING **LOYALTY**

COMPETITOR FOCUSED

- How can XYZ medical device revolutionize healthcare?
- How does ABC increase your profit margin?
- Which medical device provider is the right fit for you?



INFLUENCE DECISIONS



GROWING **MQL**