



## Case History

MedX

**Client:** MedX

**Industry:** MedTech – Light-based skin cancer screening device/software

**Markets:** B2B physicians, hospitals, clinics

**Marketing Objectives:** Increase sales inquiries, product/brand awareness

**Marketing Tactics:** Email marketing, business blogging, LinkedIn social media, Facebook, Twitter, videos, branding, photography, marketing communications

**Marketing Objectives Met:** SOS increased sales quote inquiries by 78% within 3 months of the program and increased website search engine and referral traffic by over 62% with SEO/keywords, business blogging, and LinkedIn social media.

**Example:** Email marketing to list of 67,000 prospects yielded 12% open rate



### Introducing SIMSYS-MoleMate The New Spectrum Of Skin Cancer Screening Is Here.

Now, for the first time, physicians can more accurately evaluate suspicious moles and lesions in a non-invasive, pain-free way.

The FDA approved SIMSYS-MoleMate Skin Imaging System, a non-invasive skin cancer screening procedure, is a significant advance in the early detection of potentially life threatening moles and lesions.



Physicians have found the SIMSYS-MoleMate Siascope hand-held device easy to learn and use, and that it rapidly provides accurate images of the pigment, blood, and collagen below the mole or lesion.

A SIMSYS-MoleMate scan is billable to major insurance plans. More importantly, it will raise the profile and enhance the service offering of your practice and allow the management and storage of patient data.



If you would like to be contacted by a MedX SIMSYS-MoleMate representative, [please click here](#)

[Click Here](#)

#### **SIMSYS-MoleMate**

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