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# MARKETING CASE STUDY: AIRSTRIP



RainCastle is AirStrip's strategic partner, responsible for marketing campaigns, branding, web/interactive and overall design needs. A mobile healthcare company, AirStrip empowers clinicians to interact with and respond rapidly to clinically relevant patient information — anywhere, anytime.



*Karen Jimenez, Director,  
Marketing Programs for AirStrip*

“The animated videos we launched at this year’s Healthcare Information and Management Systems Society (HIMSS) conference, literally stopped (foot)traffic, and by pausing them at strategic points, they were really effective conversation starters for AirStrip executives and their visitors. We also are using the animations for our lead generation campaigns.”

## Situation: Stopping Traffic to Drive Traffic

For the past four years, starting with the complete rebranding of Airstrip and launching with the campaign, “Healthcare Transformation is In the Air,” RainCastle Communications has assisted with the company’s presence at HIMSS. RainCastle has created booth graphics, website updates and lead generation campaigns to drive traffic to the booth and the website, keeping visitors engaged when they get there. While this year was no different in purpose, the way in which we increased traffic with compelling animation content was a new and a big success.

## Making a Complex Story Simple

Demonstrating the value and functionality of mobile healthcare in the field can be a complex endeavor on top of which, the busy trade show environment is not conducive to getting one to focus. We needed something visually arresting to cut through the noise.

## Animating the Airstrip Experience

In collaboration with the Airstrip team, we developed the “Airstrip Experience” campaign, consisting of three animated videos representing the application of the Airstrip ONE™ platform in real world medical situations. The Use Cases included:

<p><b>Alarm Fatigue</b></p>  <p><b>WORKFLOW BREAKTHROUGH</b></p> <p>Experience AirStrip Video See how AirStrip helped a medical center overcome alarm fatigue.</p> <p><a href="#">Watch the video</a></p>	<p><b>Make Care More Accessible</b></p>  <p><b>TELEHEALTH TRANSFORMATION</b></p> <p>Experience AirStrip Video See how AirStrip helped make telehealth insight accessible to rural clinicians.</p> <p><a href="#">Watch the video</a></p>	<p><b>Early Detection</b></p>  <p><b>PREDICTIVE INSIGHT</b></p> <p>Experience AirStrip Video See how AirStrip helped improve early detection of hemodynamic instability.</p> <p><a href="#">Watch the video</a></p>
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**AIRSTRIP®**

**WORKFLOW BREAKTHROUGH**  
Experience AirStrip Video



See how we helped a prestigious medical center overcome the challenge of alarm fatigue—dramatically improving nursing workflows.

Learn how the AirStrip ONE® mobile interoperability platform:

- Streamlines alarm workflows, combining a third-party alarm routing system with secure mobile devices
- Allows users to access streaming patient waveforms on their mobile devices, helping accelerate clinical decisions
- Enables ongoing innovation, streaming patient data to third-party analytics engines to deliver near-real-time decision support insights (Clinical Decision Support provided outside of AirStrip)

To view the video, please register:

First Name:

Last Name:

Company Name:

Email Address:

Each video is a compelling two-minute animated story showing how AirStrip solved a complex customer problem relevant to the HIMSS audience by identifying the ways in which Airstrip:

- Saves clients time and money
- Improves care coordination among clinicians
- Enables mobile interoperability across disparate hospital systems
- Is a catalyst for their customers’ innovations

In addition to launching the animated videos at HIMSS, we have repurposed them as web content and they are now lead generation offers that reside on AirStrip’s homepage, where we will measure response over time.

Consumers and B2B audiences are devouring visual content as they are increasingly disinclined to read. Animated video is a uniquely versatile medium for business storytelling, which can be used effectively to explain, inform, inspire, train, motivate and sell.

**To learn more about how RainCastle can help you, please call Paul Regensburg at 617.553.5170.**

