MVP
MARKETING + DESIGN
branding is invaluable℠

BRAND revitalization

EMPI®, INC. - MEDICAL DEVICE CASE STUDY

MVP Helps Empi Champion "A Better Prescription for Pain"

Over 146 million Americans suffer from pain and physicians write more than 250 million "scripts" for pain medication annually. While pharmacological solutions may be effective for treating pain, the options are limited and entail the risk of serious side effects, addiction and dependency.

In 2006, Empi's parent company Encore Medical (now ReAble Therapeutics, a Blackstone subsidiary) acquired Compex Technologies, including its premium line of Rehabilicare electrotherapy products. The challenge: to integrate the Empi and Rehabilicare product lines into a new and cohesive corporate identity system.

Brand Initiative and Product Launch Boost Empi Sales

Our communication strategy, which targeted physicians, patients and payors, emphasized that Empi is "a better prescription for pain." Featuring the new Select™ TENS pain management system, we implemented more than 150 creative projects in just six months, including brochures, Web sites, advertising, promotions, a trade show display and a new logo. This coordinated effort enabled Empi to hit its numbers and maximize Blackstone's ROI.

MVP delivers exceptional brands to exceptional clients—here's how we do it.

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MVP addressed five BRAND ARCHITECTURE elements essential to Empi's identity:

1) The ***Brand Essence***—distilling the brand's intrinsic characteristics into a core concept
2) The ***Brand Promise***—defining the user's expectations of the functional qualities and relationship attributes of the brand
3) The ***Brand Vision***—planning how clinicians, patients and payors should perceive the brand in the future
4) The ***Brand Positioning***—characterizing how the brand fulfills the needs of the specific market niche it occupies
5) The ***Brand Footprints***—describing the brand's meaning and its performance in its intended target markets

Employing a customized research methodology, MVP surveyed key constituents to assess their reaction to such brand antipodes as: Masculine ↔Feminine, Traditional↔Modern, Collective↔ Individualistic and Evolutionary↔Revolutionary. The results were used to craft a new corporate identity system. Marketing research led MVP to recognize that the compelling benefits of integrating the physiological approach with the pharmacological and psychological methods of pain management could serve as the focus for Empi's brand positioning strategy and marketing communications platform.

Guided by an understanding of Empi's brand architecture, MVP synthesized elements from prior Empi and Rehabilicare logos to generate a new identity and related imagery that convey the client's brand vision: "Empi...a better prescription for pain."

Brand Image Development
The new identity fuses the former Empi and Rehabilicare logos. The latter's color scheme is conveyed through the green dot strategically positioned above the anthropomorphic letter "i."

Empi®

Pantone 294
Pantone 369
Pantone 5845
Pantone 118
Pantone 5825
Pantone 289

The union of Empi blue and Rehabilicare green merge the companies' former identities. Secondary colors integrate all sales literature, packaging and Web sites for Empi corporate communications and medical devices.

ABCDabcd...
ABCDabcd...
ABCDabcd...
ABCDabcd...
ABCDabcd...
HELVETICA NEUE FAMILY

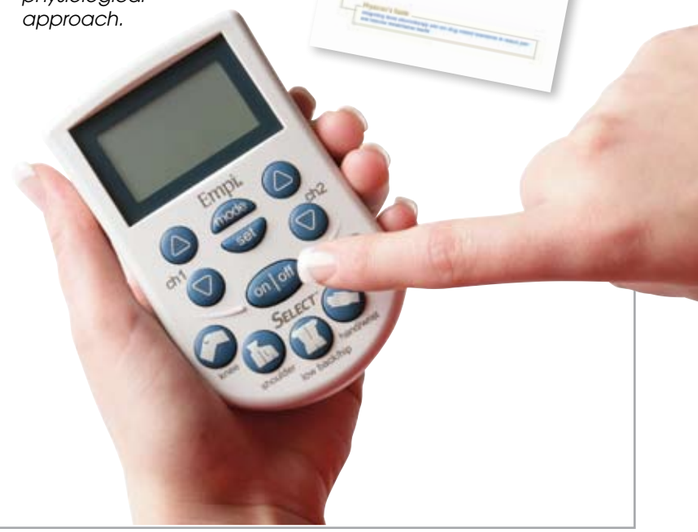
The sans-serif font conveys a modern and professional look that reflects Empi's industry-leading status.

Payor Materials
Winning support from insurance companies and managed care providers for non-pharmaceutical pain therapy is crucial to Empi's success. Featuring concisely written and bullet-point style copy, the brochure serves as an effective representative sales tool and payor leave-behind.

Empi Web Sites
State-of-the-art Web sites speaking to Patient, Physician and Payor communities, as well as Empi sales representatives, go beyond static graphics and content. Back-end functionality enables users to receive critical information on products, services, seminars and salesforce leads.

Physician Materials
MVP wrote, designed and illustrated this 20-page brochure featuring sales rep oriented charts, testimonials and patient case histories. This eye-catching piece surveys the entire family of Empi pain management, rehabilitation and edema (swelling) reduction products, and articulates Empi's brand strategy by highlighting the benefits of the physiological approach.

Empi Sales Rep Promotion Incentive Kit
Competing against a flood of "Big Pharma" sales incentives, Empi tasked MVP with creating an original promotional merchandise "tsotchke" kit that would gain physicians' attention. These new tools for sales reps build the case for a successful and dynamic brand partnership in clinical settings.



Patient Materials
An eye-catching, waiting room "brag book" includes 70 patient and physician testimonials to reinforce that Empi is "a better prescription for pain."

Breathe New Life into Your Brand with MVP

Empi rapidly renewed its brand, marketing communications and Web sites with MVP. Leveraging our 23 years of healthcare marketing expertise and award winning design creativity for Fortune 500 and Middle Market companies, we completed over 150 projects—research, writing, design, production and printing—in six months. What can we do for you?

Get the Kudos you Deserve

"Wow!! Kudos to all that were involved with this one!! That's K. U. D. O.'s with all capitals!! This is the best physician literature that I have seen...Even compared to (the competitor) that had fancy, shiny literature, they don't stand a chance... (You) put all my thoughts in one little booklet making my job easier and hopefully all the other TM's. I can taste the success now!! Fantastic work!!"

Tony Bellofatto, Territory Manager
Empi, Inc.
Shoreview, Minnesota

Need Brand Therapy? Contact Us Today

Please visit our Web site to review the results we've achieved for our clients in healthcare and other industries. MVP seeks to gain an intimate understanding of the challenges faced by each business; we are eager to give your brand and marketing communications a healthy dose of creativity.

Please contact Dick Weinrib, President, (dick@mvpdesign.com) for more information.

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Select™ Projects
Empi chose MVP to jump-start its innovative Select™ TENS system for pain management. Equipped with new product brochures for physicians and patients, packaging and a sample launch kit, Empi introduced Select to a 350-person sales organization that targets more than 5,000 physicians.

Empi
Safe and Effective
Pain Relief Without Prescription Drugs

ROCK-IT SALES TO NEW HEIGHTS!

Select™ TENS System Launch Materials
To generate sales rep, internal employee and customer support for the Empi Select device, MVP developed mailings, company wall charts and promotional videos creating an air of excitement.

Select™ Advertising and Trade Show Display
A trade show display persuades clinicians that Empi has the medical devices and programs that can empower their patients to "Rediscover Living."

MVP augmented Empi's rebranding initiative with multiple ads addressed to patient and physician audiences.