



# Wound Care Learning Network

WOUNDS

Wound Management  
& Prevention

TODAY'S  
WoundClinic

WOUND  
SOURCE

SAWC

WOUNDCON

WCPC

## Omnimedia Strategy

Use an omnichannel strategy to make lasting connections in each wound care setting

PREPARED FOR:

## Measure your Marketing Message

HMP Omnimedia works with **Signet Research** on a regular basis to provide brand impact studies for print and digital messaging. These reports provide a full overview on readership, actions taken after seeing the advertisements, verbatim comments & sales leads. This is a value-added opportunity that we provide our advertisers to give valuable feedback direct from readers and visitors.

### Print Ad Studies:

- March Print Issues of WMP, and WOUNDS

### Digital Ad Studies

- June on WMP, WOUNDS, TWC and WoundSource websites and e-newsletters





## Participant Selection & Development

HMP Omnimedia & HMP Education use a multifaceted approach to identify and secure participants for all initiatives, including a review of current literature and discussions with current and previous faculty contributors and educational partners. The goal is to ensure that all potential contributors have an appropriate level of expertise within the therapeutic area and target audience and an understanding of adult-learning principles, and that all potential conflicts of interest are disclosed and resolved.

**Our goal is to bring together a targeted group that match the client's criteria for the following activities:**

- Advisory Board Development & Meeting
- Focus Groups
- In-Depth Interviews
- Expert Insights Round Table
- Steering Committee Candidates
- Peer-to-Peer Virtual Dinner Meeting Series



### Participant Selection & Development

HMP to identify participants or KOLs in the following areas:

- Wound Care
- Skin Care
- Specific Topics within Wound Care
- Podiatry
- Surgical
- Specific Care Settings
- Reimbursement Related
- Brand Testing



### Market Research Services

HMP to facilitate all meeting logistics of market research activities with participants:

- Recruitment Surveys
- Meeting Management
- AV requirements
- Food & beverage
- Conducting of Quantitative or Qualitative Surveys



### Peer-to-Peer Content & Education

HMP to work with participants to develop content and educational programs to disseminate strategic messaging when necessary:

- Roundtable and Panel Discussions
- Speaking Engagements for Symposia Programs, Webinars and Conference Sessions
- Poster and Oral Abstracts
- Articles and White Papers
- Digital Case Studies

**Contact us today to learn more about this new meeting and other opportunities.**

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We look forward to  
assisting in the  
achievement of your  
marketing goals!



Healthcare  
made  
practical