



Turning a medical evidence leader into a thought leader

PR case study

Overview

Obtaining medical evidence reports to be used in court cases can be a long, time consuming process which if not done correctly can lead to delays in trials and verdicts. To address this, SFR Medical was created to produce medical evidence reports in a timelier and more cost-efficient manner than how forces currently acquire them. Through proprietary operational and technological improvements, it supplies these reports in an acceptable time frame, and with the accuracy that is required.

SFR Medical contracted Mantis to help raise awareness of its services to police forces and medical professionals, as well as position its spokespeople as experts in the field of medical evidence reporting.

Dr Johann Grundlingh, Co-founder and CEO of SFR Medical

“Working with Mantis has greatly helped us to project our message and raise awareness of how we can help ensure justice is served efficiently and fairly. Their understanding of the media landscape and how to develop engaging, compelling content has been a valuable asset to us, raising our profile and putting us at the forefront of the medical evidence conversation.”



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APPROACH



Having not conducted any public relations before, we worked with SFR Medical to pull together a comprehensive PR plan that would build word of mouth amongst police forces, foster trust in its solution and raise awareness among the public about the current inefficiencies in the medical evidence process that cause delays in justice. This process included:

- Outlining SFR Medical’s objectives for the campaign
- Developing the company’s key messaging
- Identifying key targets and publications
- Creating a comprehensive content calendar including press releases and thought leadership materials
- Conducting a social media review to identify how to enhance SFR Medicals voice
- Taking management of the SFR Medical social media accounts

Once agreed, the initial six-month plan was implemented, with a second campaign created and put in place upon completion of the first to further enhance the company’s reputation.

8.4M

Readership and reach of titles where news was placed

100%

Growth in Twitter followers over the course of the campaign

19

Pieces of press coverage achieved in key vertical of media

IMPACT



1

Our work with SFR Medical saw the company’s profile in the media increase exponentially. From initially having had very little brand exposure, through securing interviews, thought leadership opportunities and placement of press releases; SFR Medical gained 19 pieces of press coverage within the first six months of the campaign with a reach of over 8.4 million in key publications across the policing, healthcare, emergency services, technology and business verticals.

These publications include Police Professional Magazine, Health Service Journal, Emergency Services Times, Med-Tech Innovation and We Are The City.

2

Our management of the SFR Medical social media channels also saw an increase in followers and engagement over LinkedIn and Twitter. This included an over 100% increase in Twitter followers, as well as a 30% growth in followers on LinkedIn.