



#### **CASE STUDY**

# SKY MEDICAL TECHNOLOGY

A UK-based medical device manufacturer and creator of the geko™ device - a small, non-invasive wearable device clinically proven to prevent blood clots, reduce post-operative oedema, and accelerate chronic wound healing. Sky Medical Technology needed support with media relations to grow brand awareness within the medical and investor press.

### What We Did:

Generate pan-regional PR strategy to expand media presence in the UK, US and Middle East, across two care pathways Corporate-focused campaigns profiling CEO, via thought leadership articles and media briefings, to drive brand awareness and generate investment leads

Improve news flow via press releases announcing partnerships, clinical study results, and adoption stories with NHS hospitals



## Results:

Increased media presence by more than 200% helping drive further investment into the company

Key partnerships secured with leading healthcare organisations, including Thrombosis UK

10+ award wins across healthcare and business, including Bio Now, Medilink and **Business Cloud** 

### **Media Coverage Examples Secured:**











hospital times

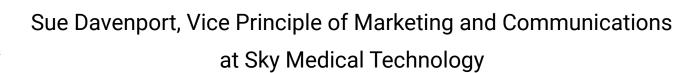












contributing to sales leads for our distributors.