



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:

1

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

2

Key partnerships secured with leading healthcare organisations, including Thrombosis UK

3

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

Media Coverage Examples Secured:

BBH BUILDING
BETTER
HEALTHCARE

INVESTMENT
WEEK

BBC RADIO
MANCHESTER

Middle East
HEALTH

TODAY'S
**MEDICAL
DEVELOPMENTS**

Omnia Health
By Informa Markets

BusinessCloud

Healthcare.

hospital times

Thrombosis UK

CONTEMPORARY
Clinic

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The Jargon Group's understanding of our business, and their ability to communicate it effectively, has been extremely impressive. We've been delighted with the coverage achieved so far and with the team's proactive approach to generating opportunities for opinion pieces and comment, which have generated investor opportunities for us. They have also been instrumental in helping us develop relationships with key organisations, contributing to sales leads for our distributors.”

Sue Davenport, Vice Principle of Marketing and Communications
at Sky Medical Technology