

Projects:

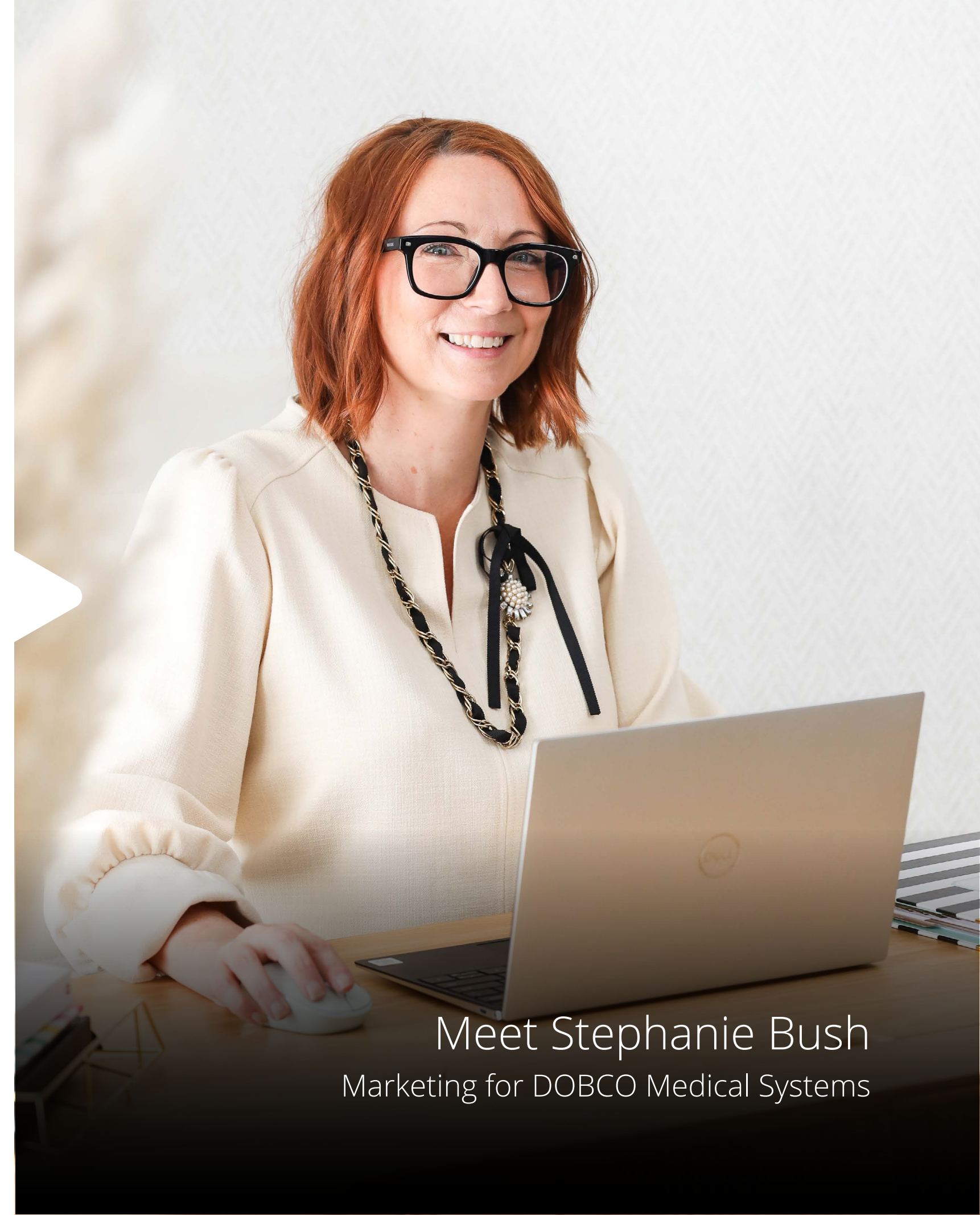
**DOBCO
Medical
Systems**
A Dedalus
company

Building brand
awareness &
thought leadership
for innovative
cloud PACS

make
your
mark

Introduction

DOBCO Medical Systems, a Dedalus company, specializes in cloud-native and web-based technology that streamlines diagnostic imaging processes and delivers medical information to physicians and patients across the continuum of care. **The goal for this dynamic company was to make its innovative PACSonWEB platform a household name in the world of radiology and image processing, highlighting its potential and expanded capabilities while underscoring its seamless integration with existing technologies and systems.** DOBCO marketing rep Stephanie Bush explains why Living Stone has been a foundational partner for DOBCO.



Meet Stephanie Bush
Marketing for DOBCO Medical Systems

Full support, from strategy to execution

For DOBCO, the goal was to introduce their innovative medical imaging platform in new geographies as well as launch the next generation of PACSonWEB Diagnostic on their home turf, Belgium. Creating awareness and educating audiences on the potential and scope of the PACSonWEB cloud-native solution was key. It was also important to ensure the sales teams were equipped with the tools they needed for their interactions with customers, both face-to-face and online. A targeted messaging strategy, and comprehensive set of marketing and sales tools, ensured that the right messages reached the right audiences.

“Living Stone is like my right hand, or my left hand – depending on what day it is.”

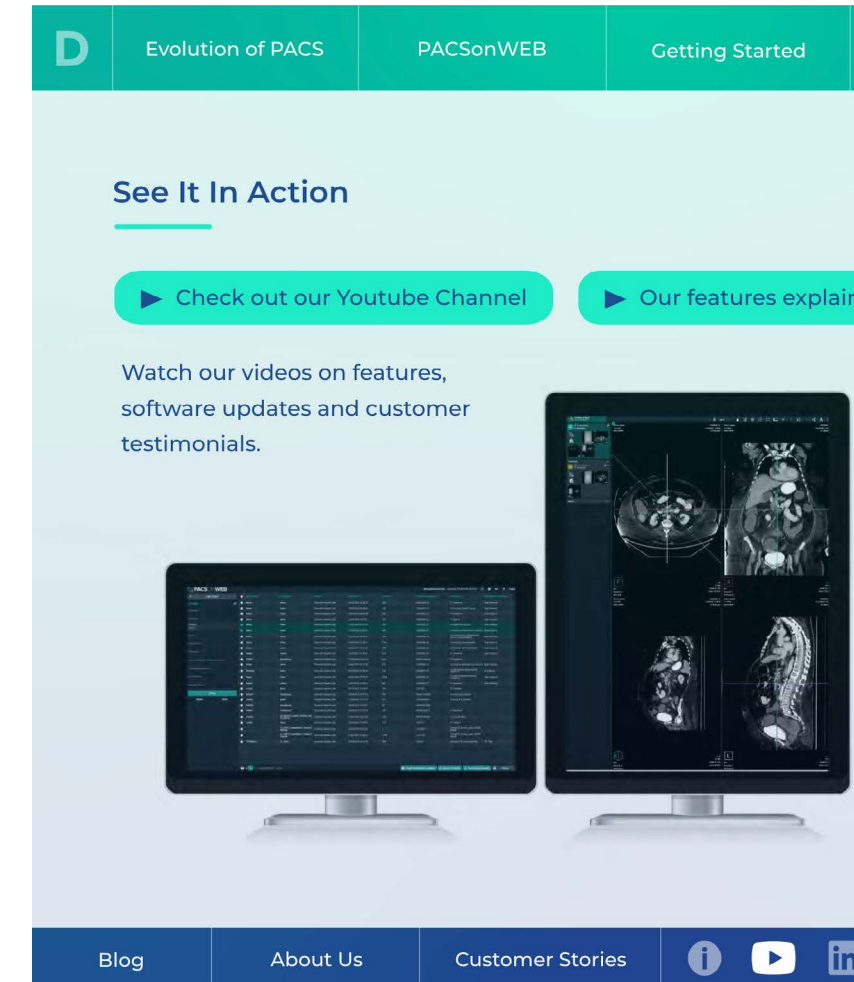
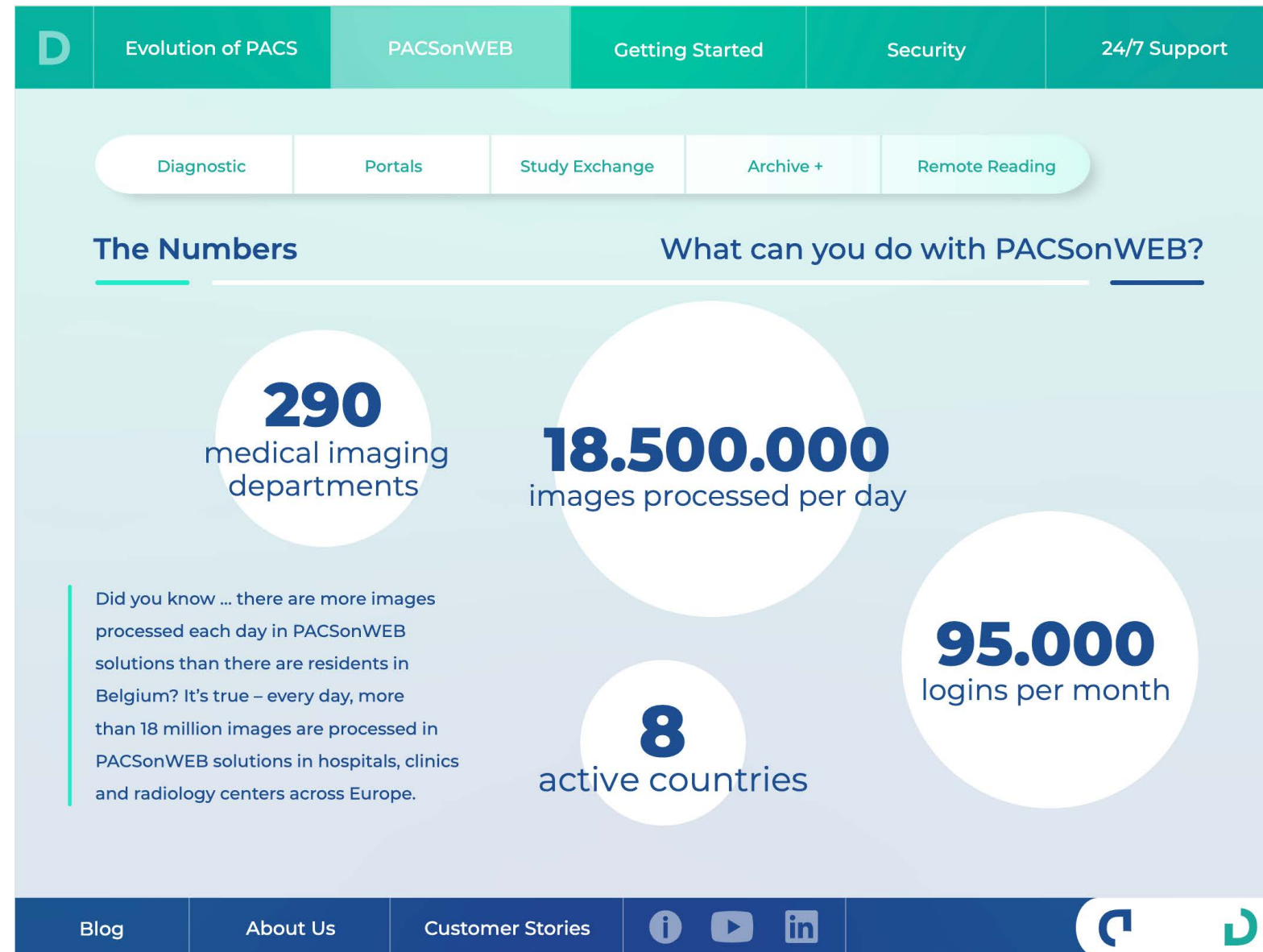
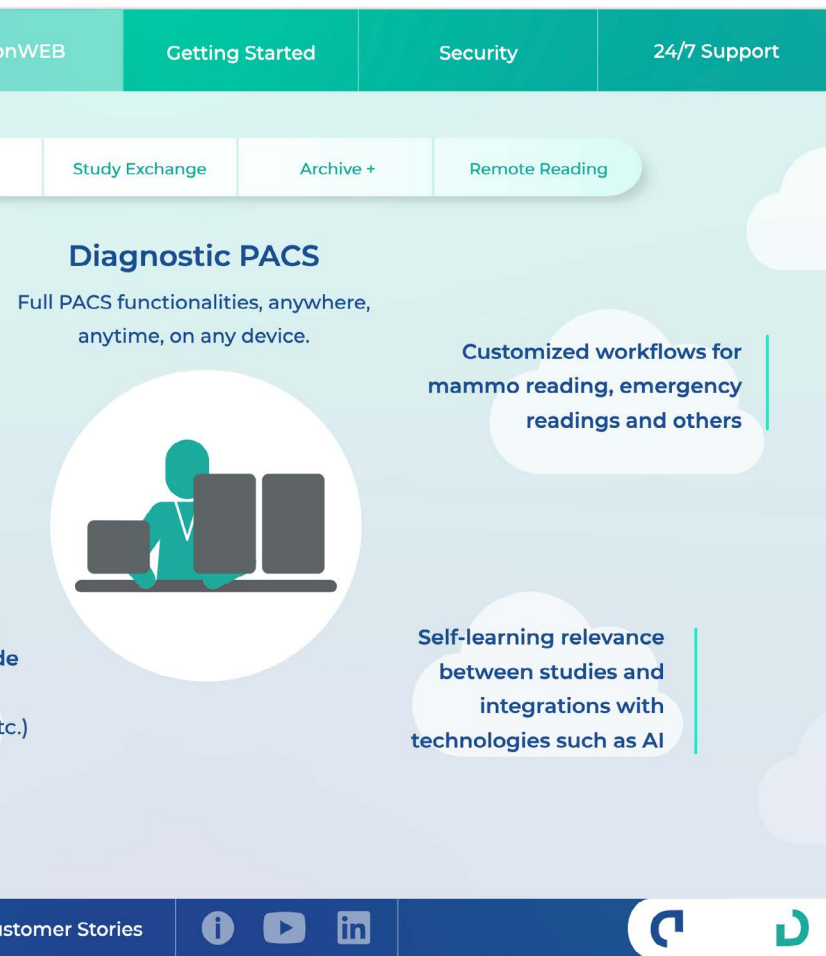
“I started working with Living Stone on the full scope of marketing and sales enablement activities, building almost all from scratch. Not only on the marketing technology infrastructure, but also the key tactics to activate target segments so we could focus on influencing behavior within the awareness phase and building thought leadership,” says Stephanie Bush, Marketing, DOBCO Medical Systems. “We worked on everything in the action plan to deliver an effective content strategy, from building blogs, infographics, white papers and a news hub, to connecting all dots to build an entire customer journey.”

The expertise you need, when you need it

For Stephanie, partnering with Living Stone helped her to maximize marketing efforts, resources and time. “When you’re a one-person marketing department, in a scale-up company, you don’t always have the time to prepare a detailed brief, or you don’t have all the information you’d like to have. **With Living Stone, you have a partner who understands this, who can take your brief and knows exactly what to do. They anticipate what their customers need. For example, when I’m really busy, it’s almost like they can read my mind, and they take the lead in project management and look after reviews and follow up.** This lets me stay focused on other projects, and I know that everything else is just happening.”

Click the tablet to see the interactive PDF

Interactive presentation for sales
Works as an HTML5 presentation
or a standalone PDF.



Interactive presentation for sales
 The presentation covers all the facts on PACSonWEB, including how it can benefit radiologists and hospitals.

Tailored messaging and content strategy that addresses the unique painpoints of different countries

DOBCO started with launches in Belgium, France, Germany and the Netherlands. Because these countries have very different issues and painpoints in healthcare, including varying levels of government support for digitization, Living Stone developed separate messaging for each country. The tailored messaging recognized the local challenges in each case, and highlighted how PACSonWEB would be able to support and improve the local issue or painpoint.

“It is very helpful that Living Stone knows all the different stakeholders involved in the decision making unit, and understands that you have regulatory environments that you have to work within.”

Video on how the level of digitization across Germany impacts radiology workflows

Click the above to watch the video.

Customer reference cases: speaking to customers in their own location & language

With an international network of writers, photographers and video camera experts, Living Stone was able to work directly with DOBCO customers across different regions and countries, creating reference cases that showcase customer experiences with the PACSonWEB solution with warmth and insight. “The team has been great at developing these references, because they have all this expertise. They know how to talk to customers, and they are really good at pulling out the most relevant and interesting statements from the customers,” says Stephanie. “One of the great things is that we don’t need extra vendors. **When we do reference cases, for example, we’ve got an interviewer who is lo-**

cal, who understands the industry we’re in, and they can do everything directly in the language of the customer. That makes us even more effective, because there are nuances that we wouldn’t pick up on in English. It works very well to have that approach where the customer reference interviews are done locally, in the local language, and then have them transcreated into whatever additional languages we need.”

Customer reference cases: speaking to customers in their own location & language

LERNEN SIE UNSERE KUNDEN KENNEN: Hamburg, Deutschland

1



Radiologische Allianz:
Mit PACSonWEB neue Partnerschaften und Geschäftsfelder erschließen

2



Praxis-Service-Gesellschaft GmbH (PSG):
Radiologische Praxen können mit cloud-basierter Lösung effizienter arbeiten und neue Geschäftsmöglichkeiten erschließen

3



VISIORAD:
VISIORAD erzielt mit PACSonWEB Geschwindigkeits-, Effizienz- und Kostenvorteile



Reference cases in Hamburg, Germany

Three different radiology stories, three different painpoints, all solved by PACSonWEB.

3 VISIORAD ERZIelt MIT PACSONWEB GESCHWINDIGKEITS-, EFFIZIENZ- UND KOSTENVORTEILE www.pacsonweb.com



Dr. Maik Jörgensen arbeitet seit 18 Jahren als Facharzt für Radiologie mit den Schwerpunkten Schnittbilddiagnostik (MRT und CT) sowie Interventionsradiologie bei VISIORAD und ist zudem Sprecher der Geschäftsführung.

VISIORAD ist eine überörtliche Gemeinschaftspraxis mit acht Standorten in der Metropolregion Hamburg, an denen pro Jahr 130.000 radiologische Untersuchungen stattfinden. Die Disziplinen Radiologie, Strahlentherapie und Nuklearmedizin sind hier unter einem Dach vereint. **Alle acht Standorte sind miteinander vernetzt und arbeiten seit vielen Jahren eng mit einem ständig wachsenden Netzwerk von zuweisenden Ärzten und Kliniken zusammen.**

Die primären Ziele bei der Implementierung von PACSonWEB

Bei der Implementierung der webbasierten PACSonWEB-Lösung waren für Dr. Jörgensen die sich aus der Digitalisierung ergebenden Geschwindigkeits- und Effizienzvorteile an allen VISIORAD-Standorten einschließlich der Portale für überweisende Ärzte und Patienten die wichtigsten Ziele.

„Heute müssen radiologische Bilder und Befunde sofort nach ihrer Erzeugung ohne Qualitätsverlust direkt zum weiterbehandelnden Arzt gelangen. So können wir wertvolle Zeit sparen und wichtige Informationen sofort auf digitalem Wege austauschen. Gleichzeitig sparen wir dadurch den bisherigen hohen zusätzlichen Arbeitsaufwand und die Kosten für das Brennen, Bedrucken und Übersenden von CDs.“ - Dr. Jörgensen

Customer reference cases: speaking to customers in their own location & language

ONTMOET ONZE KLANTEN:
Jan Yperman Ziekenhuis | Ieper, België



[Bekijk de video interviews](#)

PACSONWEB

Reference case in Ypres, Belgium

Translated into English, German, French and combined with a testimonial video filmed on location.

“WE ZIJN OP WEG NAAR HET BESTE PACS OP DE MARKT”



Lieven Goudeseune
Applicatie-beheerder

Het regionale Jan Yperman Ziekenhuis in Ieper is een modern, hoogtechnologisch ziekenhuis met **532 bedden, 1.300 medewerkers en 130 artsen**. Het is een groeiend, ondernemend en vernieuwend ziekenhuis met een duidelijke verankering in de regio. **Het management gelooft in een toekomst waarin cloudgebaseerde SaaS (Software as a Service) -oplossingen een essentieel deel uitmaken van de bedrijfsvoering.** De overschakeling naar PACSONWEB, met portals voor verwijzende artsen en patiënten, brak het ijs. “We zijn op weg naar het beste PACS op de markt”, zegt applicatie-beheerder Lieven Goudeseune.

Radioloog dr. Johan Dehem is gepassioneerd door technologie en innovatie. Hij speelde een cruciale rol bij elke stap die de dienst Radiologie zette in de overschakeling sinds 2019 naar een volwaardige cloud-gebaseerde PACS-oplossing. De verplichte overschakeling van Windows XP naar Windows 10 legde meteen de zwakte van de toenmalige on-premise oplossing bloot: een verandering of upgrade van computersysteem had steeds weerslag op de PACS-oplossing.

www.pacsonweb.com

Focus on digital

For DOBCO, building awareness of the PACSonWEB solution with the target audience of radiologists was the primary goal. Living Stone identified LinkedIn and YouTube as the preferred social channels, and developed digital campaigns and videos that would encourage engagement.

“When we first started, we had a few hundred followers on LinkedIn. Since then, we have grown our following by 8x,” says Stephanie. “Our organic and direct search traffic has increased. Our engagement rate on LinkedIn is nearly 5%; and this is because we have the right quality of content. We have done a good job of reaching radiologists on LinkedIn; on average we reach about 50% of our targeted LinkedIn population each month.”

“Since we launched our YouTube channel six months ago, we’ve had over 2,100 views and 31 hours of watch time. That might sound small, but we are in a niche market, and these numbers are in line with our projections. What is very interesting is the total watch time. The majority of our videos are under one minute, and this means that viewers are watching right up to the closing credits – we are not losing views.”

“Digital is one of Living Stone’s strongest competencies. They know how channels work and they know how to bring content across channels to provide a seamless journey for customers.”

In the first six months of working with Living Stone:



24
new assets
developed

4
countries

4
languages

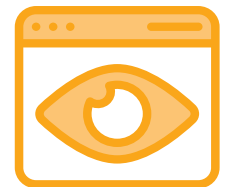
In the first six months of working with Living Stone:

5 LinkedIn campaigns and **3 SEA campaigns** in Belgium, the Netherlands, Germany and France



Conclusion

Generated over **142.000** digital impressions among radiologists and hospital ICT managers



5x more website traffic



+1.400 video views (avg 70% of video watched)



[Dive into the Youtube channel we created](#)

Final conclusion:

Team strengths

“The Living Stone team takes the time to understand the products, translating that into the messaging and the deliverables – and that translates into results.”

Living Stone’s knowledge of healthcare markets, and wide range of connections with healthcare professionals across hospitals and corporations, is also beneficial for Stephanie. “The management team at Living Stone has the right connections in the market, which opens up opportunities to leverage partnerships, for example,” she says.

“Anne-Mie becomes part of her clients’ team and what they do (as does her team), and becomes an advocate in her other conversations.”

Interested in working together?

Contact: anne-mie.vansteelant@livingstone.eu

“With Living Stone you get radical collaboration, and transparency. I’ve worked with agencies in the past where you didn’t have direct access to the writers, digital experts, etc., on the team and this can create more rework and back and forth versus having a conversation with everyone who is involved. Living Stone is different. They are a true partner. Knowledgeable, action-oriented, and with a drive to get results.”

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