



Fact-Based PR Program Helps Position Medical Device Firm as Industry Leader

Situation

Ichor Medical Systems, a privately held San Diego biotech company, developed a platform technology to enhance the delivery of DNA drugs and proteins into muscle tissue through electroporation (use of targeted electrical currents to speed uptake). Its major competitor, Inovio, claimed to be the leader in the space and had built awareness and reputation through aggressive promoting of its technology and patent portfolio for more than two years. The challenge was how to position and promote Ichor and its patented TriGrid™ Delivery System so that the company and its technology would be viewed as superior to its direct competitor.

The Plan

Based on laboratory results, Ichor believed its TriGrid™ platform technology was superior to that of any competitor and wanted to ramp up its image, awareness and understanding of the company and its revolutionary technology. The goal: position Ichor as a true leader in the space, create awareness among important potential research partners and provide validation for investors through a strategic program. Since Inovio was also based in San Diego, the plan was to start with local media, then expand into respected medical and research journals. Gable PR created positioning copy for the Ichor Web site and use in a media kit to clearly differentiate Ichor and its TriGrid™ Delivery System, educate local media, then ramp up coverage. A steady flow of fact-based news in the medical device and biotechnology trade publications would increase credibility and awareness and generate business leads and inquires from academic and research institutions about future collaborations.

The Results

- After extensive competitive, media research and brainstorming, Gable PR created a media kit with positioning statements that clearly differentiated the TriGrid™ from its competition.
- Gable PR established relationships with key editors and writers at the key local and trade publications.



- The agency generated a steady flow of news on new research collaborations, clinical trial results and other important milestones that validated the positioning established in the media kit; the positioning became more prominent in all coverage.
- Ichor benefited from 3.9 million audience impressions facilitated by the Gable PR team, up from zero the previous year.
- Over 60 percent of these impressions appeared in the target medical device and biotechnology trades, fulfilling the goal of reaching this valuable readership base.
- Ichor's research and academic collaborations increased substantially, to include partnerships with the Gates Foundation and the Aaron Diamond AIDS Research Center.

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