

# Simplifying a Complex Product Announcement

With Spok Care Connect



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## The Problem

In healthcare, when you streamline processes, you maximize efficiencies and deliver better results.

Does the same hold true in communications? If you streamline the information-sharing process and maximize your reach, will you deliver better results?

The Business Wire Interactive Media Team did exactly that for Spok with the launch of their new integrated healthcare communication platform, Spok Care Connect.

Spok Care Connect is a first-of-its-kind, cloud-native enterprise communication platform designed to make care collaboration easier by connecting important care team and patient information into messaging and alerting applications, streamlining communication and letting clinicians focus on what they do best—taking care of patients.

The goal of this launch was straight-forward. Spok wanted to build awareness for the new platform, increase news release views, and drive longer content engagement and inbound traffic. Spok had a new product to launch, but—without a tangible object to show—needed a new way to let local and global audiences engage with their news.

## The Solution

To support the launch, the Spok team created a series of strong supporting elements, including a product video and annotated images. Spok then turned to the Business Wire team to take the announcement to the next level, combining all of the platform's media assets into an interactive media piece that lets people virtually engage with the product, educating audiences in the most efficient manner possible.

At launch, the news release and interactive assets were distributed across Business Wire's national circuit, to editors covering the HIMSS Global Conference & Exhibition [Healthcare Information and Management Systems Society] and into the hands of consumers.

Once live, Spok's interactive content launch piece featured a base image that used a continual pulsing motion to attract readers' attention. Each time a reader touched a hotspot, a new content piece surfaced to them. The combination of motion and smart content kept readers interested and moving through the Spok marketing funnel.

By placing the entire journey into one media element, Spok audiences were able to learn everything possible about their new platform, without ever leaving the interactive asset. By replacing traditional media with interactive media, Spok streamlined their learning process, maximizing results through efficiency.



Pulsing icons attracted readers' attention to watch a video, download a whitepaper, or read a blog post introducing Spok Care Connect.

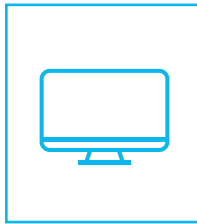
[View the Interactive Media ▶](#)



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## The Results

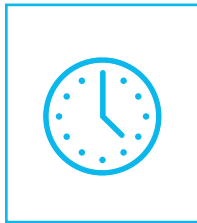
As a key part of Spok's launch strategy, Business Wire's interactive news release provided exceptional results, surpassing all previous news release results. The Spok interactive news release:



### ATTRACTED MORE VIEWS

**60%**

**MORE VIEWS** THAN  
PREVIOUS RELEASES



### INCREASED CONSUMPTION

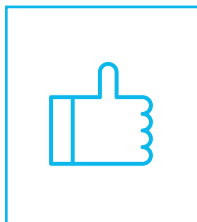
VIEWERS SPENT AN AVERAGE OF  
**228 SECONDS**  
IN THE ASSET



### DROVE MORE INBOUND TRAFFIC

**36%**

**MORE TRAFFIC** TO  
DESIGNATED LANDING PAGES



### INSPIRED MORE SOCIAL ADVOCACY

**99%**

**MORE SOCIAL SHARES**

"If you need to showcase software, which isn't tangible like other products, this is a great way to get the attention and engagement from your audiences."

For public relations and marketing professionals looking to increase results, Business Wire Interactive Media is a terrific vehicle because it puts your product's educational journey into an engaging format."

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JILL ASBY  
LEAD GENERATION STRATEGY,  
ADVERTISING, AND PUBLIC RELATIONS  
SPOK

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## About Spok

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be a global leader in healthcare communications. We deliver clinical information to care teams when and where it matters most to improve patient outcomes. Top hospitals rely on the Spok Care Connect® platform to enhance workflows for clinicians, support administrative compliance, and provide a better experience for patients. Our customers send over 100 million messages each month through their Spok® solutions. Spok is making care collaboration easier. For more information, visit [spok.com](http://spok.com) or follow [@spoktweets](https://twitter.com/spoktweets) on Twitter.

Spok is a trademark of Spok Holdings, Inc. Spok Care Connect and Spok Mobile are trademarks of Spok, Inc.



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## About Business Wire

Business Wire, a Berkshire Hathaway company, is the global leader in news release distribution and regulatory disclosure. Investor relations, public relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia. Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire has 18 newsrooms worldwide to meet the needs of communications professionals and news media.



To learn more about how Business Wire can help you educate an audience and capture and keep someone's attention, contact us today.



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