

Exergen Thermometer and allnurses.com Partner Success Story

Goal

Exergen, the leading manufacturer of temporal artery thermometers used in healthcare settings globally, sought to gain an understanding of nurses' opinions about its product and what influenced their choice of thermometers, including the rationale and impetus behind their preferences and purchasing decisions.

Partnering with allnurses.com, Exergen received valuable feedback that became the foundation for a nurse education campaign. allnurses.com provided direct access to thousands of nurses in different practice areas to get their views, attitudes and work habits regarding thermometry.

Results

The company obtained statistical and anecdotal information from nurses and nurse administrators that served as the basis for a strategic and targeted communications campaign.

The survey revealed that temporal artery thermometry has extremely high awareness among nurses, and that nearly half of all nurses use a temporal artery thermometer at work or at home. The data also revealed that nurses' number one consideration when choosing a thermometer for work is "its accuracy as supported by published clinical studies," followed by "physician recommended" and "used widely in hospitals and acute care settings."

A primary differentiator of the temporal artery thermometer versus other types is the vast body of scientific studies that speak to its efficacy. Because of its accuracy and non-invasive attributes, it is also the number one physician-recommended thermometer. Exergen implemented a communications campaign to educate the nursing community about how its product met their criteria for selecting and recommending thermometers.

Execution

- Exergen worked closely with allnurses.com to develop a six-question survey that allnurses.com distributed through its e-newsletter and posted on its Facebook pages.
- The company also provided allnurses.com with text, a photo and link to their website which ran in the allnurses.com Nursing Insights for nurses and was posted on the Facebook pages.
- Hundreds of nurses completed the survey, which gave the company additional fodder for a news release that the company developed and distributed.
- In addition to directing nurses to take the survey, the Facebook post generated comments regarding the brand and temporal artery thermometers. The company was able to read both positive comments and questions posed, which helped shape their marketing communications to this important target audience.

For more information about partnership opportunities with allnurses.com, please contact Gregg Knorn via email at gregg@allnurses.com or call 612-260-2699 to find out how you can get the maximum reach from your advertising dollars using the power of the allnurses.com social media network.