Start-Up Company / Disruptive Technology

Tangent Medical Technologies

Medical Product | Start-Up | Patent / IP | Trade PR | Social Media | Events

CHALLENGE: Tangent Medical Technologies, Inc., was founded in 2009 as a spin-out of the University of Michigan's Medical Innovation Center. The company's patent-pending NovaCath™ Secure IV Catheter System is the only safety IV catheter to cost-effectively integrate advanced catheter stabilization, passive needle encapsulation, tubing management and blood control with every IV start.

As the company prepared to file for FDA Clearance and publicly launch its product at the Infusion Nurses Society (INS) conference, they contacted Eye-To-Eye for some support. Eye-To-Eye created key messaging and press kit materials, helped launch Tangent's new website with content to support the product benefits, and created a new company blog. In addition, Eye-To-Eye created social media pages to launch Tangent's presence on Facebook, Twitter, LinkedIn, Google+, YouTube and Pinterest. After a successful launch at INS, we developed a six-week social media iPad sweepstakes to engage nurses on what it means to Inspire, Innovate and Infuse, while building Tangent Medical's followers. The sweepstakes was a huge success and initiated some wonderful discussions about the NovaCath's features and benefits. We also launched the Nurse's Choice Awards to recognize exceptional care and awareness for professionalism of Tangent's technology users. The next step was to prepare for the company's FDA Clearance announcement, which was made at the Emergency Nurses Association (ENA) conference. Once again, Tangent Medical was well positioned at this event and received positive feedback and strong press coverage.

heraldonline.com

Tangent Medical Receives FDA Clearance

end 0 Tweet 2 2 1 0 FRINT E E-MAL 0 COM

for the NovaCath™ Secure IV Catheter

- Published Articles in MedGadget, Medical Devices Business Review, Plastics News, Medical Device Daily, Detroit Free Press, AnnArbor.com
- ▶ Helped launch NovaCath at ENA / INS Conferences and create iPad giveaway sweepstakes
- More Than 700 Total Online Press Placements
- More Than 100 Total Mentions on Twitter

"As a venture backed start-up, we needed a PR and marketing firm that could move quickly and execute. Eye-To-Eye helped us gain market exposure and drive awareness throughout the entire medical industry. The creation of the Nurses Choice Awards was brilliant!"

- Curtis Bloch VP of Sales & Marketing









MDBR Specialty Devices
Cardiovascular Devices



In addition, NovaCath's integrated advanced catheter stabilization technology can eliminate an external 1-loop' based on its redirect of the fluid path internal to the device, said Tangent.

"Clinicians were quick to point out the novel design and benefits it would bring the practice of IV therapy, as well as patient and clinician safety," said Tangent CEO and Chairman Jeff

Tangent Shows Off NovaCath Secure IV

AMBES

Elle

Xconomy

Catheter