



# Vascular Access

2024 Awareness Campaign

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## Objectives

- › Highlight ICU Medical's portfolio of IV catheters as the optimal offering to drive patient outcomes and economic value
- › Establish ICU Medical as a trusted supplier of quality vascular access devices
- › Encourage new customers to participate in a Vascular Access Assessment

## Messaging Strategy:

- › **Awareness and Positioning:** Increase recognition of ICU Medical as a key player, thought leader, and reliable partner in the vascular access space
- › **Education:** Emphasize the importance of catheter selection and best practice
- › **Product Differentiation and Promotion:** Highlight the breadth and quality of the ICU Medical portfolio and the comprehensive support provided

## Content Strategy:

- › **Thought Leadership:** Gain trust from healthcare professionals by providing high-quality, evidence-based information and showing alignment with key opinion leaders and clinical recommendations
- › **Product Content Enhancements:** Develop and update portfolio content to reflect new messaging strategy, placing importance on breadth and quality
- › Initial wave of launch materials for AVA, with clear process to ongoing content creation

I'm 3'2", brown eyes  
I make animal sock puppets  
My favorite food is cereal milk  
*And I need a 24G short peripheral IV catheter*

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### Post Copy:

Your patients are unique. So when it comes to device selection, get the options they need from ICU Medical. From peripheral catheters, ports for complex therapies, or complementary products to enhance infection prevention and diagnostic stewardship, get the tools you need to put precision into practice with the device options your unique patients need.

**Hashtags:** #vascularaccess #catheter #PIVC

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## 2024 Vascular Access Campaign | Portfolio Social

Long PIVC



I married my high school sweetheart  
I play a mean trombone  
I'm a weekend chess pro  
*And I need a long PIVC*

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I'm 3 weeks old, baby blue eyes  
I love to hold your hand  
Almost everything makes me laugh  
*And I need a 26G PIVC*

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# 2024 Vascular Access Campaign | Portfolio Social

Midlines



I'm 5'3", silver hair  
I know every line from Pulp Fiction  
My passion is beekeeping  
*And I need a 4F midline*

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I coach youth pickleball  
My daily driver is a 1969 Dodge Dart  
I'm your newest septic patient  
*And I need a diverted  
blood specimen*

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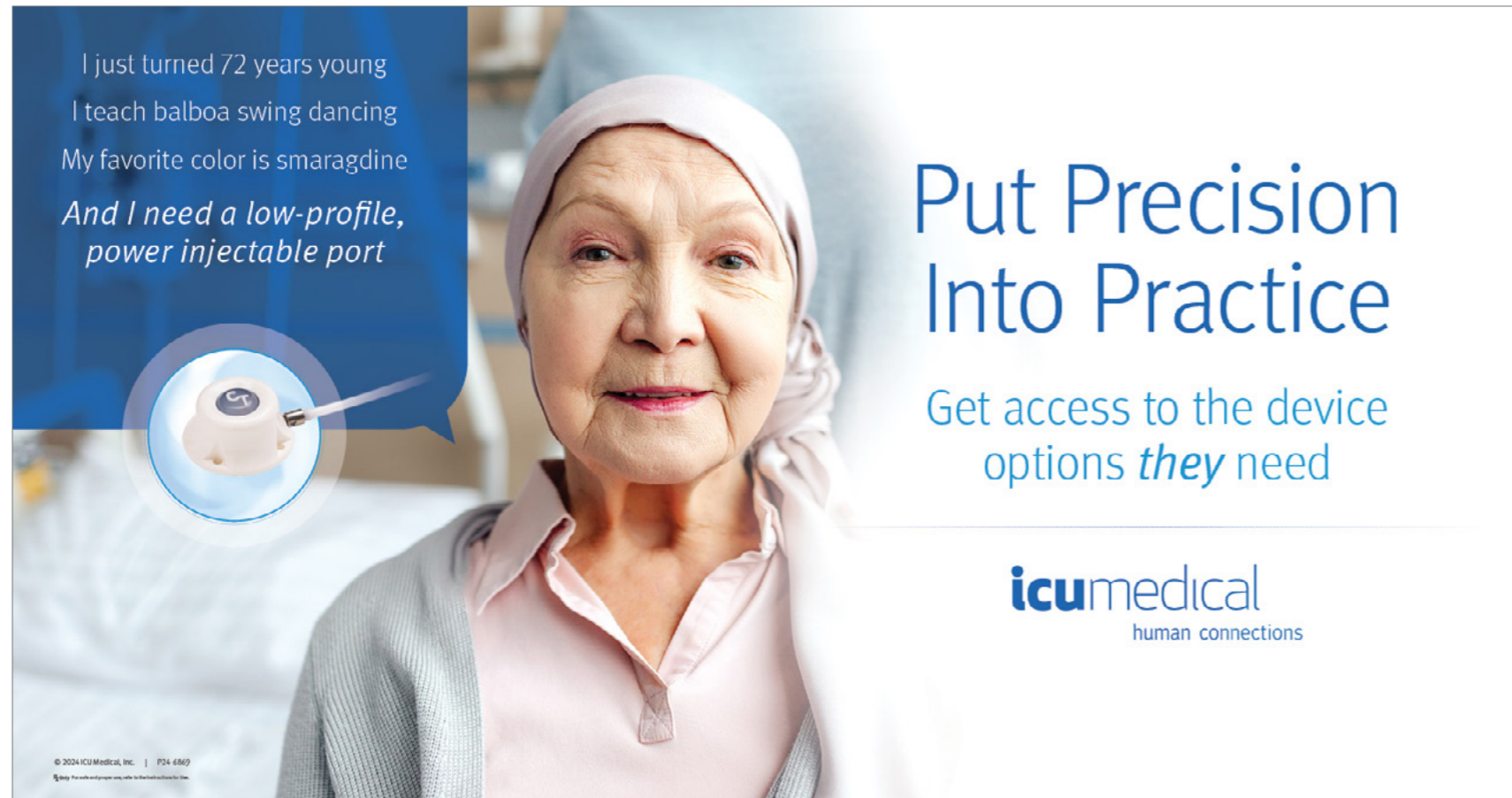
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I just turned 72 years young  
I teach balboa swing dancing  
My favorite color is smaragdine  
*And I need a low-profile,  
power injectable port*

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Viavalve

I'm 6'2, 44 years old  
My homemade chili is award  
winning, and I know a thing  
or two about jetskis  
*And I need a 20G PIVC*

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300x250

I'm 3'2", my favorite food is cereal milk...  
And I need a 24G PIVC

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728x90

I'm 3'2", my favorite food is cereal milk...  
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320x50

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300x250

I'm a chess pro,  
play a mean  
trombone...  
And I need  
a long PIVC

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# 2024 Vascular Access Campaign | Portfolio Banner Ads

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I'm 3 weeks old, love to hold your hand...  
And I need a 26G PIVC

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300x250

I'm 5'3",  
passionate about  
beekeeping  
And I need a  
4F midline

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I coach pickleball,  
drive a 1969  
Dodge Dart...  
And I need  
a diverted  
blood specimen

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I'm 72 years young, teach swing dancing...  
And I need a low-profile, power injectable port

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I'm 64 years young, teach swing dancing...  
And I need a low-profile, power injectable port

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I'm a chili champion, jetski enthusiast  
And I need a 20G PIVC

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Michelle DeVries, MPH, CIC, VA-BC, CPHQ, FAPIC

- › President of the Association for Vascular Access (AVA) for 2024
- › Director of Product Strategy at ICU Medical

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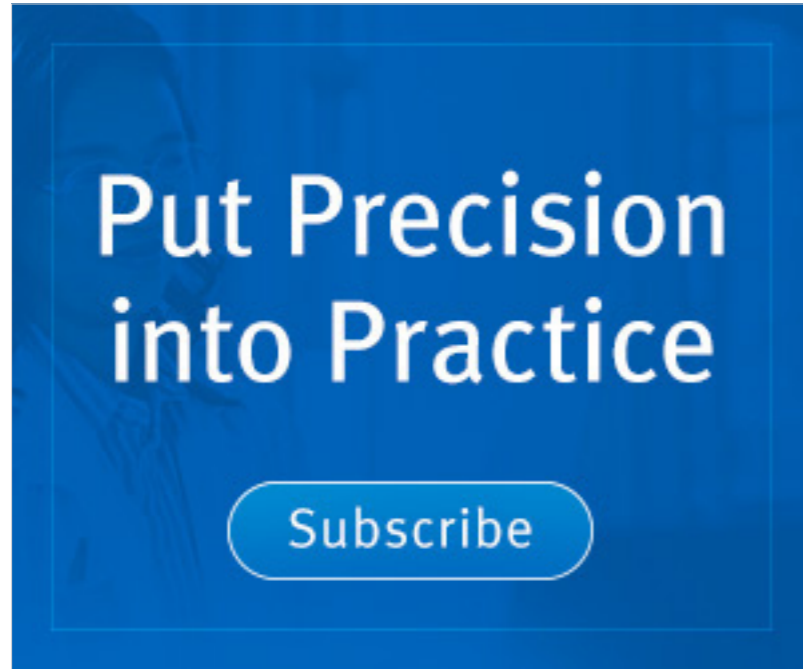
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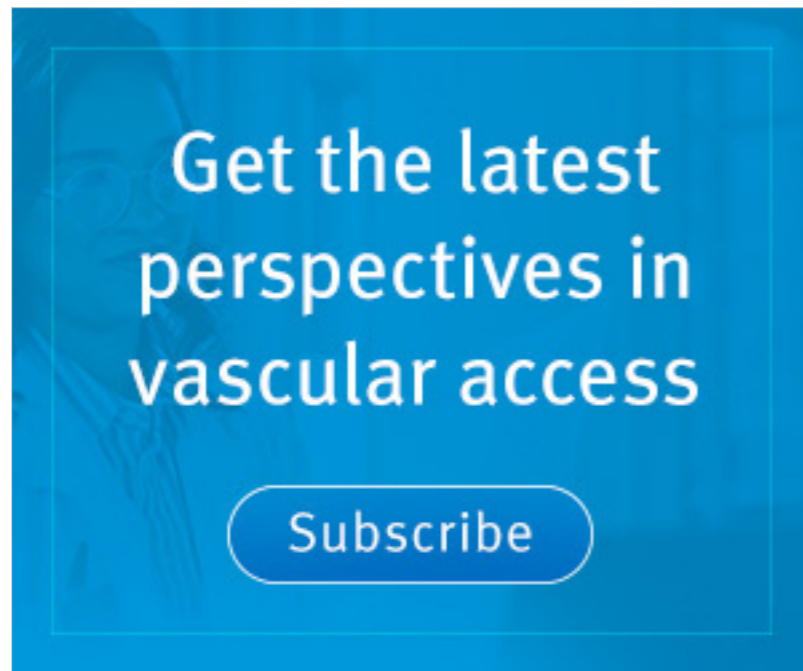
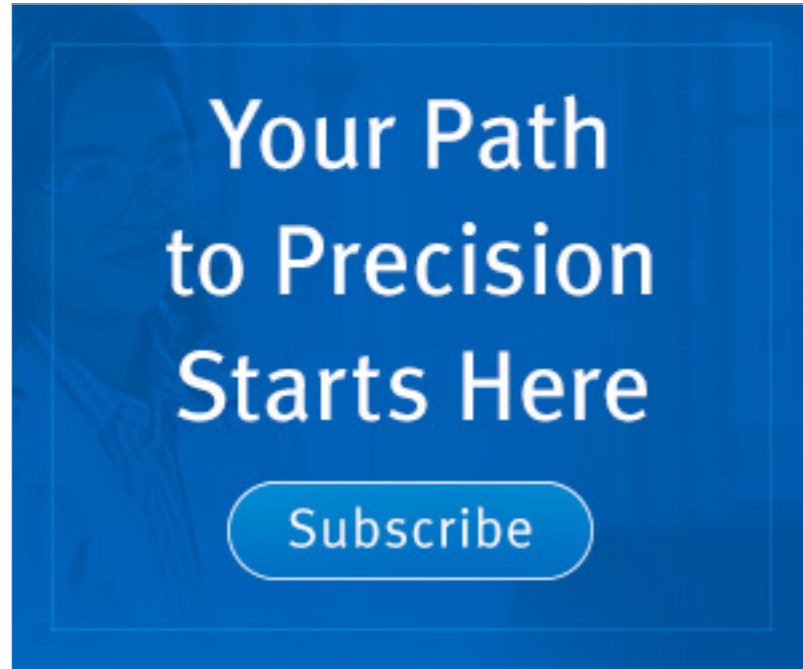
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