INTRODUCTION: -

Telerad Tech's VETSpa is a RIS-PACS Workflow for Veterinary Radiology on the cloud. It has PACS and RIS integrated within itself. It is specially designed for the veterinarians and veterinary radiologists[1].

VETSpa can be used to share, upload, acquire, view, diagnose, annotate, transfer and access the veterinary medical images and reports. Its intelligent veterinary radiology promotes integrated image management through centralized scheduling to multiple connecting modalities like CT-Scan, MRI, Ultrasound, Endoscopy, X-Ray PET-Scan, Electrocardiography etc., sites or centres. The active Push Feature enables faster uploading of images at peak load even in low bandwidth conditions[2].

VETSpa can be connected fast and effortlessly with all imaging devices in the clinics, hospitals, or radiological labs[3]. It is very user friendly and hence requires minimal training and effort to get familiarized.

VETSpa has the following mentioned USPs: -

✓ Easy to access.

✓ Ease of Use

✓ Low Entry Cost

✓ Vendor Neutral Archive

✓ Saves Time

✓ Multiple Viewers

✓ Smart Image Sharing

✓ Round the Clock Support

VETSpa has many features which are mentioned below[4]: -

❈   One Click Veterinary Information View

❈   Zero Foot Print Viewer

❈   Long term security and world-wide availability

❈   High Speed Transmission with Less-Loss Compression Technology

❈   No upfront investment on Hardware

❈   Includes Patient portal

❈   Contains Image Processing tools

❈   Multilingual Support

❈   Scalable and Upgradable

❈   Allows species owner to download patient studies using Patient Portal

❈   Comparison of Multiple Studies

❈   CD Burning

❈   Study Link Sharing

❈   Secured Data Transmission

❈   Easy selection of Images

❈   DICOM Parallelizer for Fast Study Download

In addition to al the custom features, VETSpa empowers Veterinarians with a full suite of specialized veterinary measurement tools which help precise, quality and faster diagnoses. These specialized tools are Vertebral Heart Score and Tibial Plateau Levelling Osteotomy[5].

"VETSpa is being fast ramped up with Artificial Intelligence features[6], which will help veterinary radiologist and veterinary physicians with volume, speed, quality and accuracy".

7
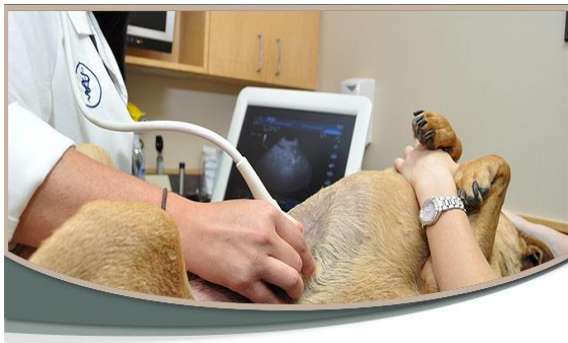
8

9

10

11

12

Radiology is a very important area of Medical Field which led us to determine the symptoms visually as an image. Out of General Radiology, Veterinary Radiology is also the area to focus upon as most of us do care for our pets[13].

For 25 years, the advent of Zoonotic Diseases has threatened the world. Diseases like Brucellosis, Zika Virus, Ebola Fever, Leptospirosis etc have become the major cause of death of large number of animals along with humans who owns them[14]. Animals like Dog, Cat, Horse, Sheep, Cow, and Buffalo etc have mostly large number of interactions with humans since many ages. Some animals like Dogs, Cats etc are being kept as pets too in large number of countries around the world[15]. Veterinary Imaging is nowadays being used worldwide to detect Chronic Diseases in small and large animals.

The vital factors contributing to Veterinary Imaging Market are many as followed[16]: -

- Rise in animal healthcare expenditure.
- Rise in Pet's Healthcare Insurance
- Rise in the business of Animal Products
- Rise in the growth of Pet parlours and spa.

- Few important reasons to focus on Veterinary Imaging Area[17]: -
- Veterinary Imaging Market will be touching USD 1.90 Billion by 2022.
- Increase in the expenditure of Animal Healthcare by the people across the globe.
- Increase in the awareness about Animal Healthcare
- Increasing demand about Pet Insurance in Developed Countries

- Reasons to Focus on European Veterinary Imaging Market[18]: -
- People living there are more attached and have emotions for their pets.
- They consider pets as their beloved family members.
- People living there like to spend more on their pet's wellbeing.
- Europe has the largest number of Pet Food Industry, ParaVet Clinics/Labs etc.
- European Countries have Global Access to Healthcare Business since, The Netherlands, Germany, Belgium, Italy etc are being the fastest growing places in terms of Healthcare.
- Europe is full-fleshed with World Class Infrastructure.
- Europe has almost 90% multilingual population.
- Europe has the fine quality of workforce to work with. The right talent is appreciated there.
- Business with Innovation is always practiced there.
- Europe has business friendly environment.
- Europe being in the middle of the globe provides fastest connectivity to all the people living there or living away from there.
- Europe welcomes all kind of peoples with different background.
- Largest number of the population owns pet there.
- Europeans consider pets as their friends too.
- Germany, Netherlands, Iceland, Switzerland, Luxembourg and Denmark are among the Top 9 Highest Paying Countries for Veterinarians across the world.

PROBLEM STATEMENT

❖ As there is the shortage of Veterinary Radiologists in many areas across the globe[19], which had led to lack of accessibility to both basic healthcare and speciality care for animals/pets.

❖ Veterinary Imaging is a boon to the Veterinary Science where an individual can think in a better way to have treatment for his/her pet[20].

❖ As the healthcare industry is being driven towards value-based care, the use of Radiological technologies results in many positive outcomes including[21]: more faithful following of prescribed courses of treatment, and faster recovery of the animals.

❖ To promote prevention is better than cure; Radiology has to undergo some certain changes.

❖ Veterinary Radiology technology is an increasingly effective way to administer preventive medicine and manage chronic conditions for animals[22].

VETSpa benefits[23]: -

✓ Monitoring and tracking of users and the active sessions
✓ Efficiency archiving of Veterinary Imaging pictures
✓ Much advanced management dashboard and tools
✓ Improved productivity of Veterinary doctors
✓ Improved turnaround time in investigations
✓ Reduced risk of data theft
✓ Access to integrated information and standardized knowledge repositories

Telerad Tech offers flexible licensing models on VETSpa and that enables Veterinary Imaging Center to buy and use the solution according to their need and budget[24].

1. VETSpa Enterprise
2. VETSpa Cloud

VETSpa can be integrated to any 3rd party patient scheduling system or practice management software[25]. The technical team can remotely integrate VETSpa with client's existing administrative software, so that the client has immediate access to patient data to prepare an imaging request or to load archived images.

VETSpa values: -

❖ Impact on Business and Revenue: -

• Faster break even of investments through optimum utilization of modalities, technicians and radiologists.

• Additional revenue streams through new services such as Teleradiology, second opinion services.

• Engage radiologist pool independent of geographical boundaries.

❖ Increased Productivity: -

• By using services of professional radiologists at geographically distant locations, TAT is reduced significantly.

• By enabling Veterinarians to read images on the go

• Automated workflow feature allows effortless assignment of studies to Veterinarians, hence reducing the time taken for diagnosis.

❖ Savings and Value for Money: -

• No requirement for any additional software

• Health facilities having VETSpa can store data from all modalities, and that saves IT costs.

❖ Value for IT Team: -

• VETSpa can be easily integrated with existing systems in minimal time.

• MIS Dashboard

• Efficient IT Budget Management

• 24*7*365 Technical Support

❖ Value Proposition for OEMs interested in integrating VETSpa with their Modalities

• VET Spa's integrated RIS-PACS gives instant competitive advantage to OEM's over those who do not offer these integrated solutions

• Opportunity for White labelling

• Opportunity to enter to new market

- ❖ Improved Patient Outcome: -
- Accessibility and Availability of read services at point of care
- Triaging facility

Brief Review of Veterinary RIS PACS Systems…

Veterinary Imaging RIS PACS systems do have many advantages. Since, the world is facing the burden of chronic diseases and zoonotic diseases in animal medical sciences. There is a need of time to cure all the interventions of these diseases. Zoonotic Diseases which can harm humans too, are on the top most lists of the health organizations[26].

Veterinary Imaging RIS PACS Systems are beneficial to the medical science because it enables veterinary radiologists to understand the workflow of radiology imaging for all species.

Veterinary RIS PACS systems provide the complete solution for looking into veterinary radiology workflow[27]. For understanding the complete Veterinary Imaging RIS PACS Systems, it's very important to understand about PACS, RIS and DICOM.

PACS: - Picture Archiving and Communication Systems. It was firstly used in 1979 by Lemke to understand the storage of imaging pictures. In 1981, Capp used PACS for the Radiology Department for some general hospital[28]. In 1982, PACS term was coined officially in a conference.
PACS is of many types[29]: -
Mini PACS, Large PACS, Integrated PACS, Multi-Modality PACS, Multi-Speciality PACS.
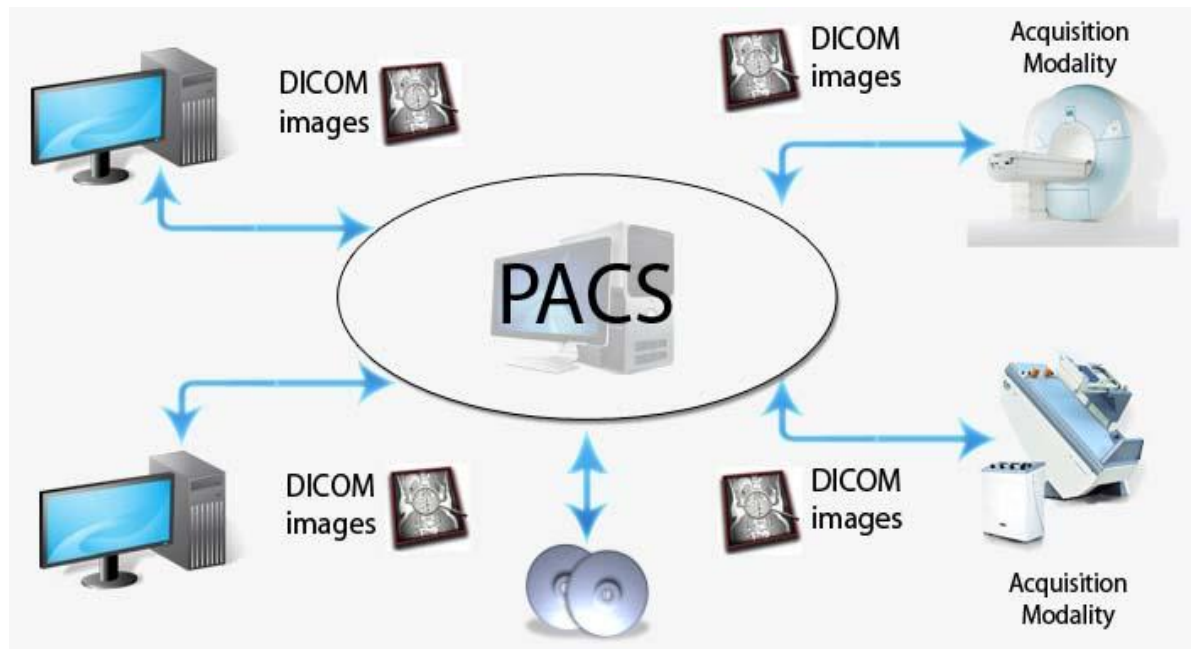
RIS: - Radiology Information System is a networked software use for prioritizing, viewing, creating assignments related to Radiology Department[30]. RIS is a software system used for managing images and related data. RIS is especially used in tracking the imaging workflow, orders and billing information about each patient.

RIS Workflow
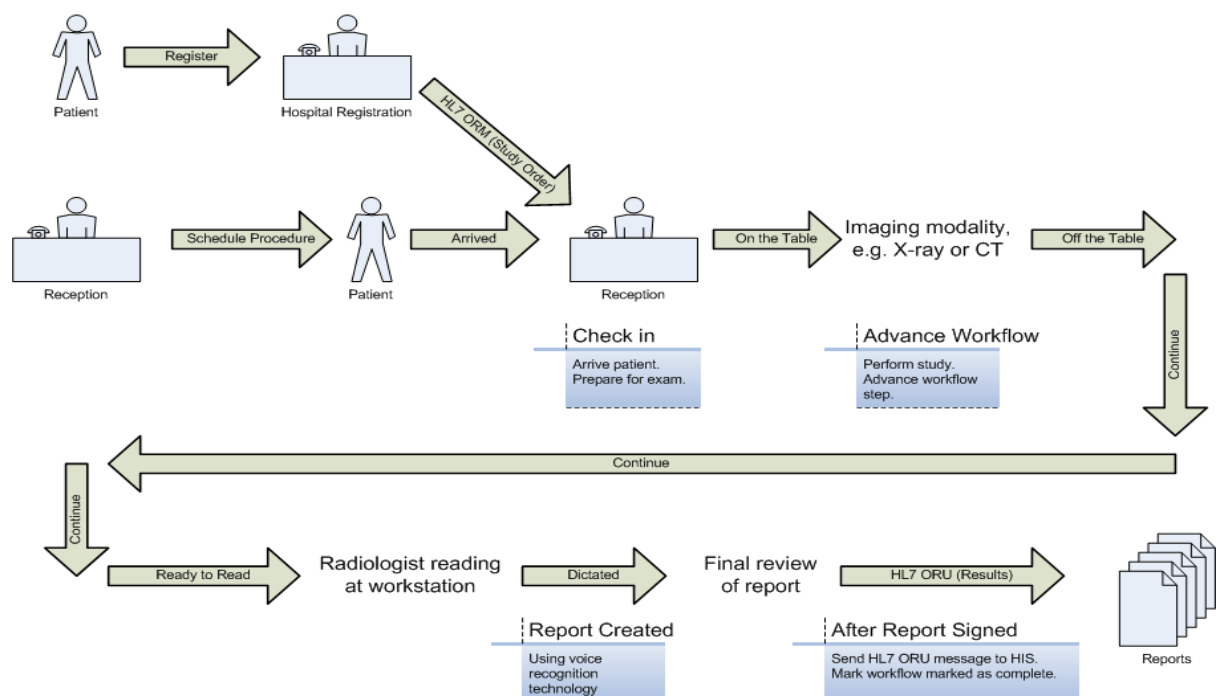
DICOM: - Digital Imaging and Communication in Medicine is a basically an international standard for transmitting, storing, uploading, retrieving, processing,

displaying the radiology images. DICOM makes the medical imaging information interoperable[31] DICOM integrates with many types of image acquisition devices, PACS, workstations, VNAs etc. DICOM is developed and came into existence to meet the demanding needs of Radiology[32].
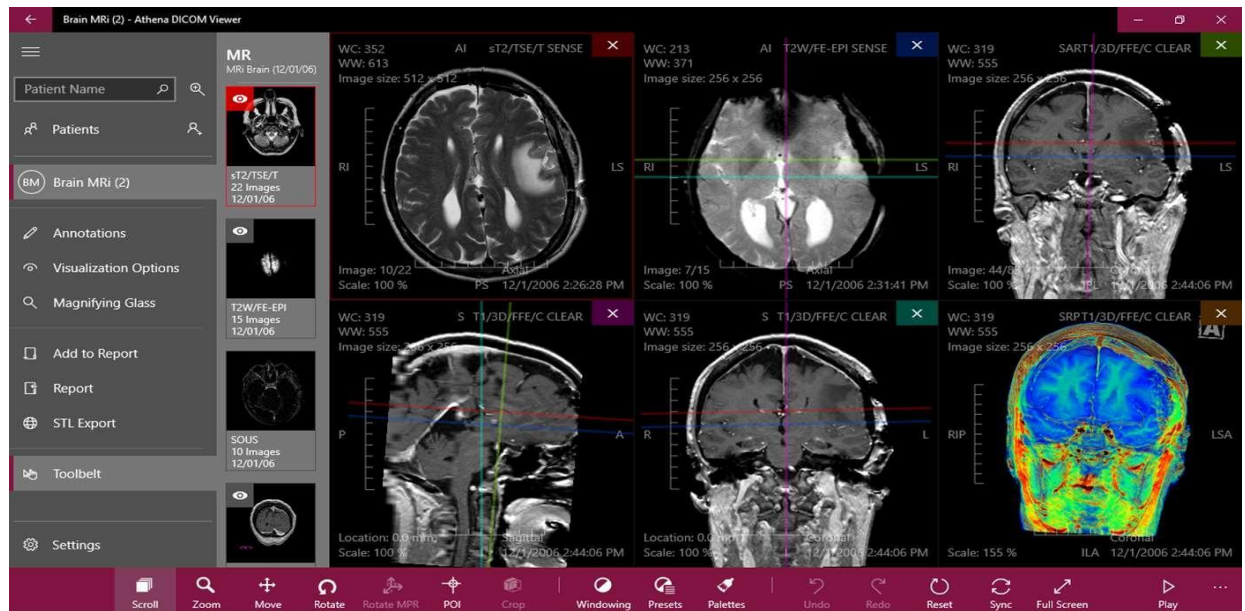
RIS-PACS Solutions offers many advantages and some of them are mentioned below[33]:-
- ✓ Easy scheduling and registration.
- ✓ Technologist tools and study completion
- ✓ Administrative Reporting with Turn around Time.
- ✓ Zero Foot Print access to images
- ✓ Any device can be used for viewing image

Introduction to Digital Marketing: -

Digital Marketing is used to market the product/services mainly on internet[34]. In 1971, Digital Marketing was first used by Ray Tomlinson in terms of email campaign. Digital Marketing term was first coined in 1990[35]. Digital Marketing is nowadays used to build Customer Relationship with a brand.

Benefits of Digital Marketing[36]: -

- ◉ Impactful
- ◉ Flexibility
- ◉ Real Time Analysis
- ◉ Instant Feedback
- ◉ Economical

Objective of Digital Marketing[37]: -

- To reach the right audience
- To engage with right audience
- To motivate the audience with right action

- Maximum Return on Investment

Digital Marketing is of many types[38]: -
- Social Media Marketing
- Content Marketing
- Search Engine Marketing
- Pay Per Click Advertising
- Email Marketing
- Radio Advertising

Digital Marketing Media Types
Earned, Owned & Paid Media
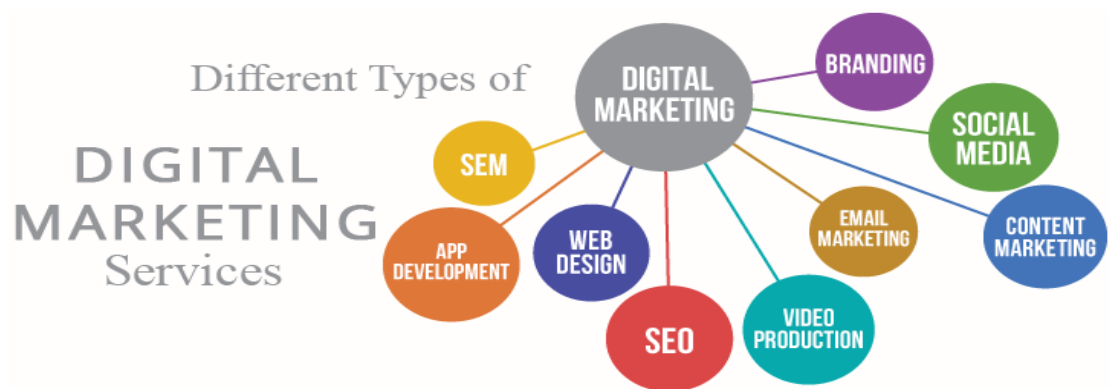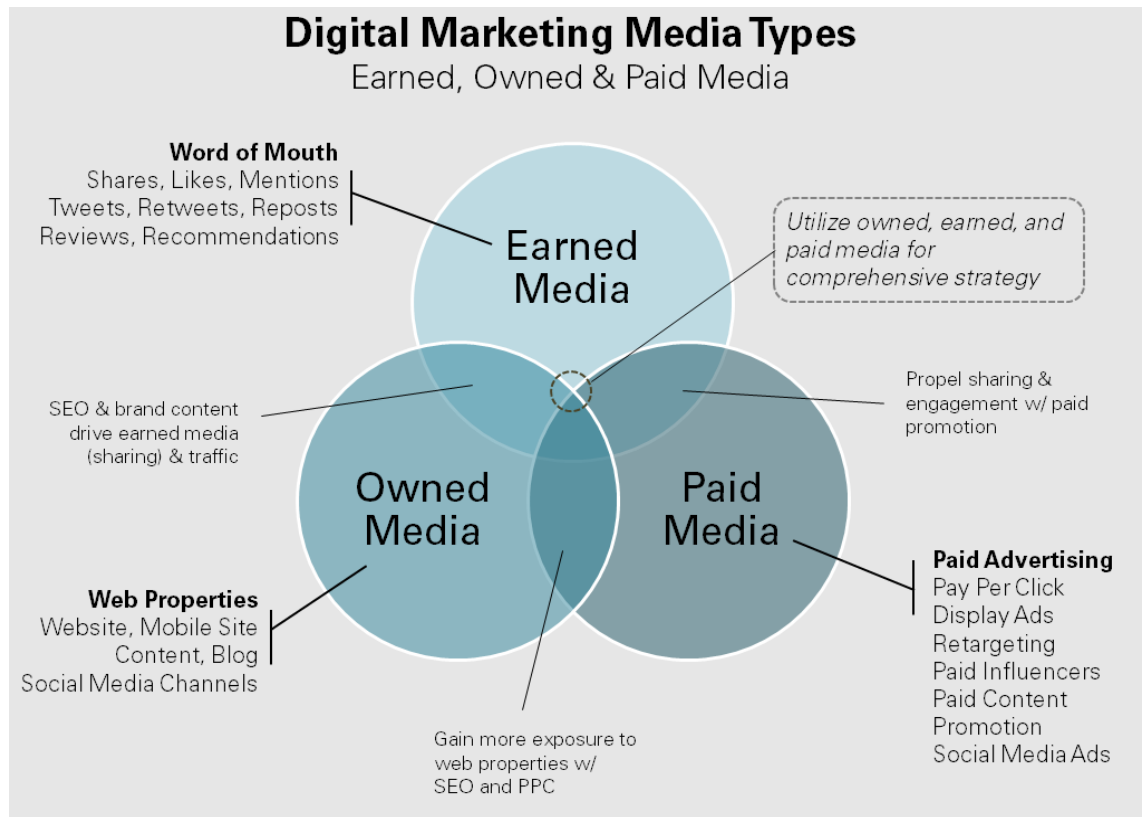
40

Digital Marketing in trend because of[41]: -

Multichannel Marketing Growth Wheel[42]: -

Terms used in Digital Marketing[43]: -

BANNER AD

Appear at the top, side, or bottom areas of websites such as blog, news, information, or community sites

POP-UP AD
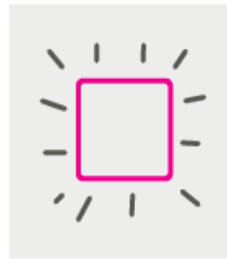
A less popular ad unit, these ads appear as new windows, or take over the screen, and are not optimal for user engagement

PAID SOCIAL

Appear as banners within social networks such Facebook, usually at the top, side, or within the content itself

NATIVE

Are Integrated into a website's content and mimic the look of the content itself; i.e, social news feed ads

MOBILE

These ads appear as ads in mobile browsers or apps, offering the same media available for desktop

EMAIL

An email you receive in your inbox that most often notifies the recipient of a sale, promotion, new feature, or special offer

RICH MEDIA

A banner ad that can be interactive, include video, or expand

INTERSTITIAL

A full page ad that appears before a webpage loads

VIDEO

Ads that appear either before, during, or after viewers watch video content

Introduction to Brand Awareness: -

Brand Awareness is a term which means the extent to which a customer can recognise a brand or its name. Brand Awareness is a key to consumer management, strategy development and customer relationship management[44].

Having a product or service is not enough. The product or service needs to be advertised in any form by using different marketing strategies.

Brand Awareness can be achieved by fulfilling three objectives like[45]: -
- Targeting right customer base
- Website is more important for any brand to be promoted
- Create a good and simple content for the desired product or service
- Rich generation of leads and engagements

Different ways to increase Brand Awareness[46]: -
1. Create a Brand Logo which can be identified by the customers rightly.
2. Optimise the website correctly
3. Create a social media presence
4. Personalize the content on the website
5. Word of mouth is a powerful influencer

[47]

There are different types of Brand Awareness[48]: -
1. Brand Recall: - Unaided recall of a brand for a product category. Ex: - Airlines

2.   Brand Recognition: - Aided recognition of a brand. Ex: - When shown a brand name, the customers can easily recognize the brand's category.

3.   Visual Branding: - The ability to identify the brand by its symbol or logo.

4.   Top of Mind: - The first brand customers can think of for a product category.
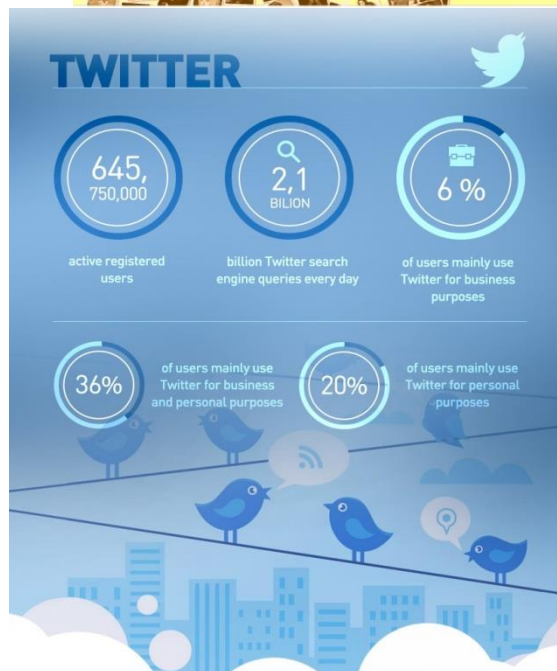
EMOTIONAL CONNECTION
Does your brand connect with people on an emotional level?

RELEVANT DIFFERENTIATION
• Proof points   • Reasons to believe

THE LEADING EDGE INDICATOR OF FUTURE MARKET SHARE AND PROFITABILITY.
Is your brand unique or different in customer-relevant, customer-compelling ways?

THE 5 DRIVERS

VALUE
Does your brand deliver a good value for the price?

AWARENESS
THE CORNERSTONE OF STRONG BRANDS.
Are your target customers and key stakeholders aware of your brand? Is it the first one that comes to their minds?

ACCESSIBILITY
Do customers and potential customers perceive your brand to be convenient?

49

Social Media's impact on customer/consumer through[50]: -
* Facebook
* Twitter
* Instagram
* Pinterest

FACEBOOK

6,35 HOURS

Individuals spend 6.35 hours on Facebook each month

3,200 000,000

Facebook sees 3,200,000,000 likes and comments every single day

1 BILION

There are 1 billion active users every month

50 %

of users check Facebook daily

2 %

of users primarily use Facebook for business purposes

37 %

of users primarily use Facebook for business and personal purposes

42 %

of users primarily use Facebook for personal purposes

PINTEREST

One in six people who use the Internet are on pinterest

15 %

This is 15% of internet users

18 %

of pinterest users have an annual income of $75,000 or more

2 %

2% of users mostly use Pinterest for business purposes

16 %

16% of users mostly use Pinterest for business and personal purposes

14 %

14% of users mostly use Pinterest for personal purposes

Pinterest is second (only to Facebook) in driving users from their site directly to corporate websites

INSTAGRAM

200 MILION — Instagram has over 200 million active users

16 BILION — The app has had over 16 billion photos shared

1 BILION — Sees 1 billion likes every day

10 % — of men use Instagram

16 % — of women use Instagram

28 % — of users are between the ages of 18-29

14 % — of users are between the ages of 30-49

TWITTER

645,750,000 — active registered users

2,1 BILION — billion Twitter search engine queries every day

6 % — of users mainly use Twitter for business purposes

36% — of users mainly use Twitter for business and personal purposes

20% — of users mainly use Twitter for personal purposes

OBJECTIVES

Primary Objective: - "To study VETSpa and its workflow to create Brand Awareness in European Veterinary Radiology Market by using Digital Marketing strategy.

Specific/Secondary Objectives: -
1. To study VETSpa and its workflow.
2. To use Social Media effectively to create Brand Awareness.

REVIEW OF LITERATURE

What is Veterinary Radiology?

Veterinary radiology is a specialized branch in the Veterinary field that implies interpretation of underlying animal disease using Medical Diagnostic Imaging such as CT, Ultrasound, X-ray and nuclear medicine[51].

Diseased Animals undergo scans depending upon the need or as per the suggestions of General Practitioner in Veterinary[52]. Specialized Veterinarians of Radiology interpret the image results.

The purpose of Veterinary Radiology

It is much difficult to understand the disease of a being that could not speak and diagnose the animals with high accuracy[53]. Teleradiology is also becoming a practice due to lack of availability of Veterinarian Radiologist.

Teleradiology is implemented with the help of a software application where the scanned medical images are uploaded onto the cloud and Radiologists can read and interpret results from any part of the world[54]. The Results can be shared with the practitioner and also to patients.

Veterinary Radiology has much significant role in the world in order to decrease the burden of Zoonotic diseases across the globe[55]. Zoonotic Diseases are playing an important role in increasing the global burden of the diseases.

Zoonotic diseases like, Brucellosis, Leptospirosis, Plague, Salmonellosis etc have the highest impact on the zoonotic burden[56].

Zoonosis is mainly abundant in the tropical areas such as South Africa, East and West Europe, South America.

Veterinary radiology is a long established subject discipline in veterinary science[57]. Veterinary activities have always been concerned with diagnosis and treatment of disease with clinical and experimental animal research and with agriculture to select but few areas of interest. How great a contribution can veterinary imaging make to these areas? It has always been the case that the collection and use of image related data are not the sole preserve of veterinary radiologist; uncertainties can exist as to who should be involved. The radiology community, both users and suppliers alike, has to ask what value imaging brings to collaborative work and how this value is best realized[58].

Important factors related to the wide range of veterinary involvement in biological sciences and the roles that veterinarians take on in the society.

Veterinary imaging has the privilege and challenges that go with continued development of current and new imaging technologies and modalities[59]. Optical imaging in an emerging modality that promises information on morphology, physiology and tissue composition. Simplifying our modalities to tissue interactions with sound or electromagnetic waves is useful for the purposes of overview but in their application, even the modalities that fall under the remit of the veterinary radiologist, digital radiography-computed radiography, magnetic resonance imaging, nuclear science imaging (including PET unlimited cases) and ultrasound imaging, are so complex and nuanced in their use that few individuals can be completely at ease with all of them[60].

The PET tracers used included FDG, which is correlated to expression levels of glucose transporter proteins and hexokinases cancer cells, to the functionality of regional microvasculature and proliferative activity[61].

Adding value to the management of clinical cases or to research involving animals is the goal of veterinary imaging value is difficult to define and there are few studies that objectively quantify the value of veterinary imaging[62]. Outcomes of value such as the reduction of pain and suffering in animals, the provision of imaging reports that impact directly on the management and the collection of image data that can be used to address a scientific hypothesis all come to mind. Such outcomes may seem self evident to many readers, but pet Insurance companies, corporate owners of veterinary practices, and funding bodies for research demand objective data such that being self evident may not be sufficient[63].

Teleradiology is having and will increasingly have a profound effect on the supply and form of veterinary imaging services. Good radiography and good radiology can now be split into separate activities. Smaller clinical units that can obtain high quality radiographs can access high quality image interpretation. The increased utilization of hospital PACS and radiology information system (RIS) will likely bring changes even within hospitals[64]. The improve interaction between the radiologist and the case record will pull the radiologist into closer involvement with the patient. PACS and RIS are just a small part of the field of radiology informatics. It is a field that will impact on every aspect of veterinary radiology, from training to the provision of service and research[65].

Technical advances have had an enormous impact on veterinary imaging in the lifetimes of contemporary radiologists.

The various challenges facing the veterinary imaging community are more exciting than problematic.

If there is a problem, it will be to assemble and coordinate as many skilled minds from as many spheres of activity as possible to focus on advancing our filed. A part of this will be to encourage that wide community to publish and share their hypothesis and findings. Frontiers in veterinary imaging are one avenue for this process[66].

Radiology imaging can be an invasive method to detect internal organs in the body. Advance imaging techniques like CT, MRI have been boon to human race; similarly advanced methods are also done for veterinary patients. Imaging for veterinary patients has will be distinguished for small animals and big animals according the diagnosis procedure will be followed[67].

Among few radiology imaging techniques, ultrasound is the most common because it is less expensive compared to others. For any animal the following features are taken into consideration while imaging and to diagnose for any disease, they are shape, size, density, function, architecture and position. During scan it will be clearly differentiated as what is the target organ for examination and it is usually divided in head region, thorax region and abdomen region[68].

Using X-ray imaging internal organs can be seen, various levels have been seen, like computed digital and direct captures[69]. Digital radiology is most commonly used among others after imaging it will be stored in PACS systems, very similar to HIS and RIS workflow for human beings, radiology workflow will be followed. The advantage of these methods is it is reliable, helps in identifying anomaly in faster diagnosis. Precautions are mandatory like reproductive organs should be avoided, female animals having foetus should not been harmed[70]. Chemical restraints are used before imaging they are usually injected or orally feed to the animals before imaging.

Organs like heart, liver, reproductive organ, bladder, kidneys and gastrointestinal tracts are the target organs usually imaged. Anatomical size, location, architecture are major concerns during imaging. Artefacts like motion artefacts, ring artefacts, beam hardenings are few factors that hinder imaging in clinical interpretation, and different modes are introduced to avoid these for different region of interest while scanning[71]. Like other disciplines, veterinary radiology imaging is also one of the most advanced studies that has been on the way for greater help in veterinary science. Proper trainings should be provided those who wish to purse in this field, clinical will act

differently when it comes to veterinary as history taking is a significant parameter to diagnose. Unlike for human beings, animals can't orally convey his/her symptoms for their suffering[72]. Care takers are major source of any information needed during treatment. Even during the training, the learning outcomes are different from the other one; it becomes very challenging as well. Hospitals have too utilized the information systems like Radiology information system and Picture achieving and communication system[73].

Veterinary Imaging is much more advanced in the countries like; - US, UK etc., where people have an emotional touch towards their pets. They like to spend freely on their pets for the treatment purposes[74].

METHODOLOGY: -

The methodology is divided into two parts: -

1. VETSpa Workflow
2. Digital Marketing Strategy to create Brand Awareness for VETSpa

PART I: -

1. Animals coming for Examinations

2. Order ID will be created & Examination process starts

3. Scanned will be sent via DICOM router

4. Scanned images will be stored in server

5. Auto Assignment and Auto Order triggers

6. Veterinarian views and finalize the report
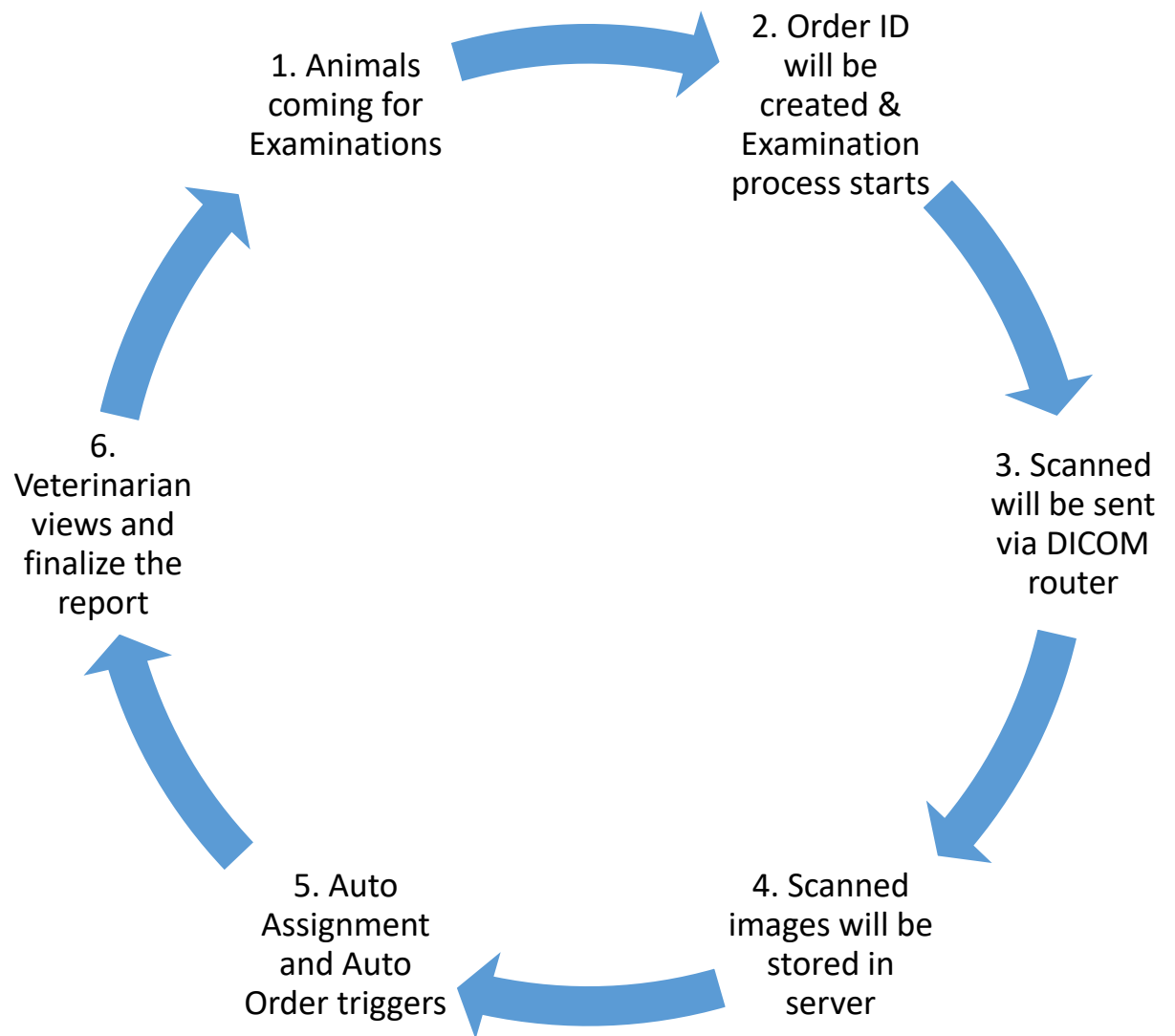
PART II: -

"STEP 1"

February 10th, 2018: -

DAY 1st- 7th

1. Product VETSpa: - Events related to Veterinary Imaging happening in across the globe.

2. Target Audience for VETSpa: - Veterinarians, Veterinary Radiologists, Vet care labs, Vet Imaging Labs, Vet Nurses.
3. How to reach the target Audience: - Through Digital Marketing Strategy

"STEP 2"

DAY 8th – 11th

1. BSAVA Event was found to be the suitable event for VETSpa.
2. Booth Details were enquired for BSAVA Event.
3. Database Creation for Target Audience was started.

"STEP 3"

DAY 12th- 28th

1. Event research was done on BSAVA 2018 to set up a booth there on the behalf of Telerad Tech, Bangalore.

March 1st, 2018: -

"STEP 4"

DAY 1st – 20th

1. Database was created based on: -
- Direct Search
- LinkedIn Contacts
- Facebook Pages on Veterinary Imaging
- Exhibitors List from the past VET events.
- Past Company Data for VETSpa

SAMPLE SIZE: - 4,928+7933
- ✓ 2169- Veterinary Doctors
- ✓ 1613- Veterinary Radiologists
- ✓ 281- Veterinary Nurses
- ✓ 82- Veterinary Day Care Centres (Israel and Dubai)
- ✓ 303- Veterinary Imaging Labs
- ✓ 112- Veterinary Schools and Universities
- ✓ 368- Veterinary Imaging and Diagnostic Centres
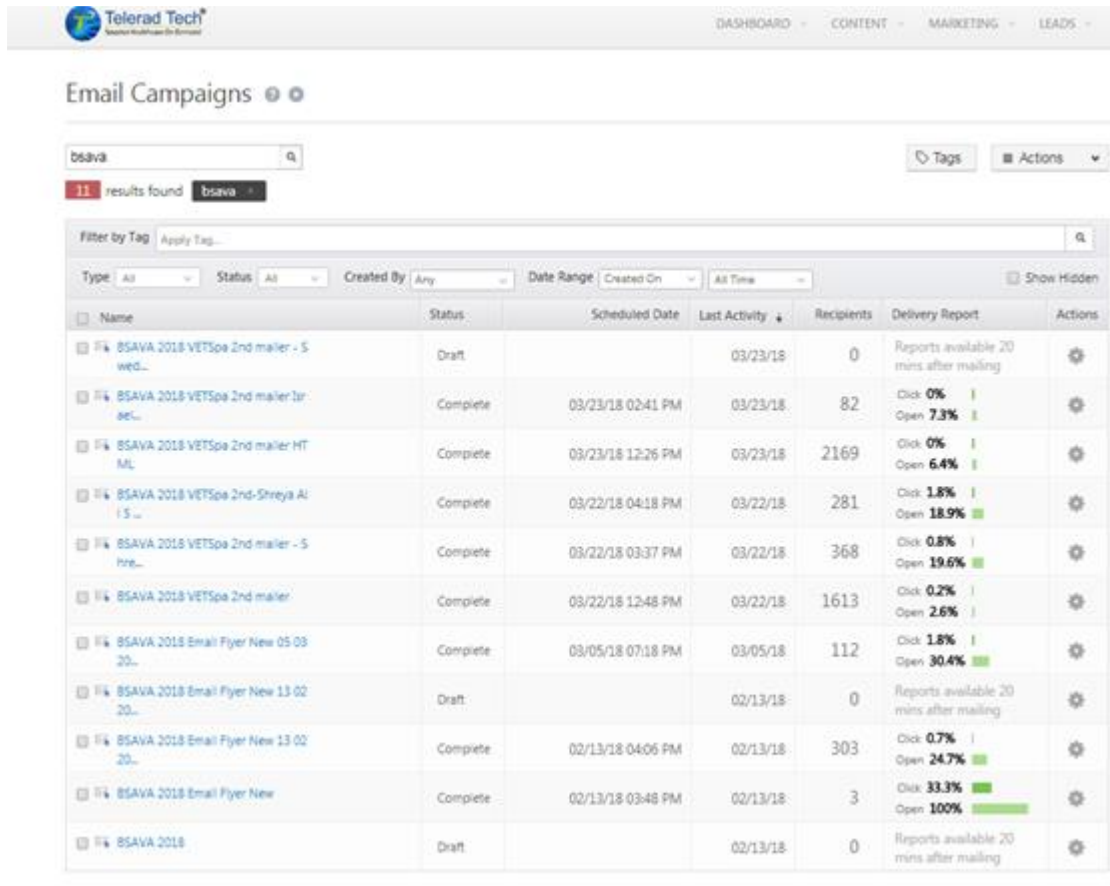
Primary Database: - IRIA Database which contains 7992 Radiologists list

"STEP 5"

DAY 20th- 28th

Email Campaigns and Social Media Posts were initiated by using Lead squared and ZOHO Marketing Automation Tools respectively.

1. Email Campaigns from Lead Squared for VETSpa: -

"Step 6"

DAY 20th- 28th

2. Social Media Paid Posts Campaigns for VETSpa: -

LinkedIn paid posts: -

Facebook Paid posts: -

Social Media Posts via: -

Twitter

Telerad Tech @TeleradTech · Mar 26

Telerad Tech to unveil #VETSpa, its #veterinary RIS-PACS Solutions at the #BSAVACongress 2018 at Birmingham, UK. Visit us at Booth#914 from 5th to 8th April, 2018 for a demo.
For more details: zurl.co/mzk3o

💬   🔁 1   ♡ 2   �ɪⅼⅰ

Telerad Tech @TeleradTech · Mar 28

VetSpa – Engineered for the way #Veterinarians work. Catch a glimpse of VetSpa RIS-PACS Solutions at the #BSAVACongress 2018 at Birmingham, UK. Visit us at Booth#914 from 5th to 8th April, 2018 for a demo.
For more Details: zurl.co/RyQog

💬   🔁 1   ♡ 2   ⅼⅼⅰ

Social Posts on Facebook via ZOHO Social: - (Post 1)

Post 2: -

LinkedIn: -

Google+: -

Telerad Tech Pvt.Ltd. ▸ Public   5w

With VetSpa, a veterinarian can securely acquire, upload, view,
diagnose and access veterinary medical images and reports. Come,
witness live demo of VetSpa RIS-PACS for #VeterinaryRadiology on the
Cloud at booth #914 at #BSAVACongress 2018.
Book a demo: https://zurl.co/gLLI5

Add a comment...   +1   <

Facebook: -

During BSAVA Event: -

Social Media posts on LinkedIn and Facebook are as follows: -

Liked ▾ | Following ▾ | Share | •••

Book Now ✎

Telerad Tech is 😃 feeling great at Bsava Congress.
Published by Teleradtech Radspa [?] · April 5 · Birmingham, United Kingdom ·

Are you in BSAVA Congress 2018?
Brace yourselves for the future and stay ahead of the curve with #VetSpa at booth #914. Connect with us: https://zurl.co/Q9ybJ

Telerad Tech
@teleradtech

Home
About
Services
Contact Us
email: marketing@telera...
www.teleradtech.com
Reviews
Videos
Photos
Posts
Events
Notes
Shop
Community

Promote
Manage Promotions

Telerad Tech
Healthcare Administrator
Book Now

👥 829 people reached
Boost Again

Recent Activity

Boosted on Apr 05
Audience: United Kingdom, 24 - 65+, Interests: Vet...
By Teleradtech Radspa · Completed
View Results

👍 Like | 💬 Comment | ↪ Share | ☺ ▾

Ankita Prusty Srmk, Dell Hamisi and 13 others

Respond faster to turn on the badge

3,492 likes +2 this week
TeleRad Bangalore and 71 other friends

3,486 follows

See Pages Feed
Posts from Pages you've liked as your Page

52 were here 0 this week
Prashanth Vishal Akilis and 2 others

1,083 post reach this week

•••

Community   See All
👥 Invite your friends to like this Page
👍 3,492 people like this
🔖 3,486 people follow this
👥 Judy Mary Jacob and 72 other friends like this or have checked in
👥 Build community around your Page by creating and linking a group

About   See All
Plot # 7G, Opp Graphite India Whitefield (1.16 ml)
Bangalore, India 560048
Get Directions
080 4018 7500
Send Message

BSAVA Congress 20 18
5-8 April Birmingham, UK

About Congress | Programme | Exhibiting | Scottish Congress | News | BSAVA | Contact Us

Exhibitor Information

About Congress / Exhibition / Exhibitor Directory / Exhibitor Information

Telerad Tech USA Inc

Company Description: We are a global healthcare software company addressing the needs of radiology in veterinary and human market space, with 24/7 support.
Stand(s) 914
Business Sector: Software/IT Services

Contact Details

Exhibitor Name:	Telerad Tech USA Inc
Telephone:	(+91) 804 9261100
Email:	info@teleradtech.com
Website:	http://www.teleradtech.com

1. Database was setup

2. Email Flyer Content was made

3. Email Campaign s and Social Media posts were initiated

4. Open Rates for each email campaign were observed

5. Telephonic Call was made to those people who opened the email flyer

6. Booth visiting appointments were made for the Event

Sample Size: - PD (7933) + SD (4928)

Primary Database includes past company data from various other conferences/events, brochures, Pamphlets etc.

Secondary Data includes the data collected manually by doing direct search on Google, Facebook, LinkedIn etc.

Sampling Technique: - Random Sampling

Project Area: - European Countries

Project Duration: - 2.5 months

Team Size: - 4 Peoples

- Mr. Ashwani Kumar Sinha- Global Head BD
- Mr. Mohan Mysore – Vice President Sales (US and UK)
- Mr. Rajesh Murthy – Digital Marketing Executive
- Ms. Shreyshi Varshney- Management Trainee- BD

Budget spent on Booth: - 1.5 Lakhs

Transport and Logistics (2 people for 5 days): - 4-5 Lakhs

Floor Plan booking at BSAVA Event for setting up booth: - 1.5 Lakhs

Budget Spent on Paid Campaigns: - 14,000-16,000

Email Flyer Content sent through Email Campaign: -

RESULT

End results from Email Campaign sent via Lead Squared: - (Secondary Database)

1.

BSAVA 2018 Email Flyer New 05 03 2018

Sent
Created By :
Rajesh Murthy
Sent/Scheduled On :
03/05/18 / 07:18 PM

112 Emails sent

■ **112**
Target Recipients

■ **0**
Excluded Recipients

100% Delivered [112 Emails]

Open	30.4%
Click	1.8%
No Action	69.6%
Reported Spam	0%
Unsubscribed	2.7%

Tags: No associated tags.
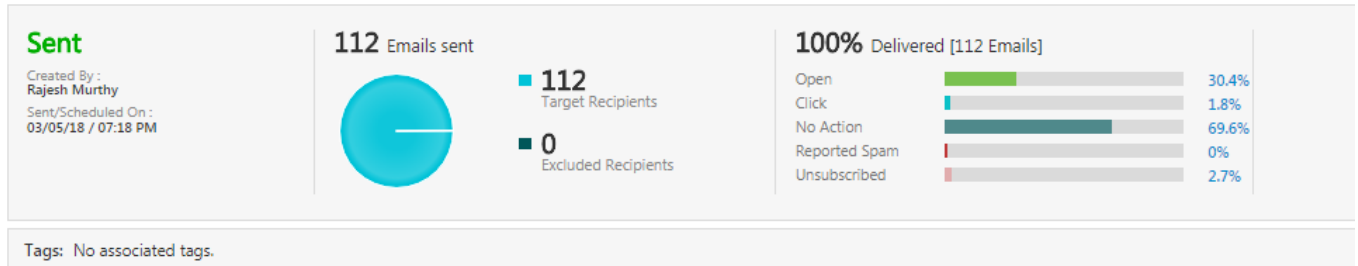
Target Lists (Total Leads: 112)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[112] BSAVA Event Database- Shreyshi	112	30.36	1.79	0

2.

BSAVA 2018 Email Flyer New 13 02 2018

Sent
Created By :
Rajesh Murthy
Sent/Scheduled On :
02/13/18 / 04:06 PM

303 Emails sent

■ **303**
Target Recipients

■ **0**
Excluded Recipients

98.68% Delivered [299 Emails]

Open	24.7%
Click	0.7%
No Action	75.3%
Reported Spam	0%
Unsubscribed	0%

Tags: No associated tags.
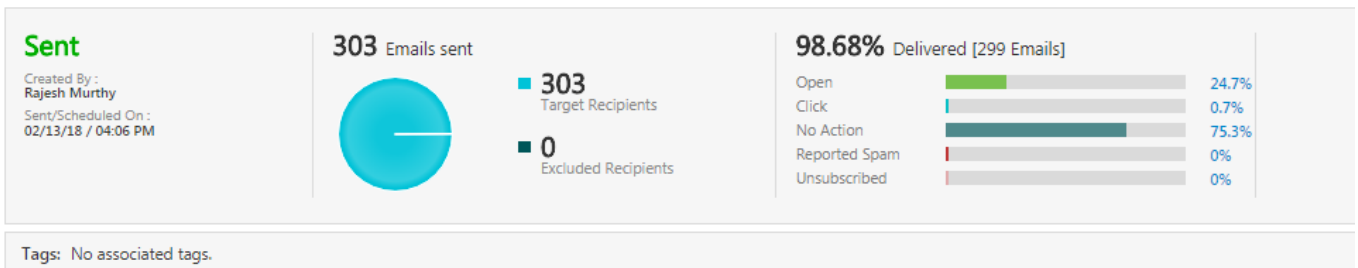
Target Lists (Total Leads: 303)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[303] BSAVA	299	24.75	0.67	0

3.

BSAVA 2018 VETSpa 2nd mailer - Shreya DB

Sent
Created By :
Rajesh Murthy
Sent/Scheduled On :
03/22/18 / 03:37 PM

368 Emails sent

■ **411**
Target Recipients

■ **43**
Excluded Recipients

100% Delivered [368 Emails]

Open	19.6%
Click	0.8%
No Action	80.4%
Reported Spam	0%
Unsubscribed	1.1%

Tags: No associated tags.
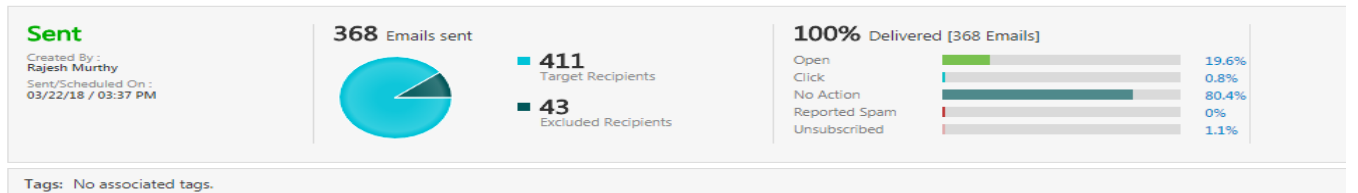
Target Lists (Total Leads: 368)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[109] BSAVA Event Database- Shreyshi	109	24.77	1.83	0
[259] BSAVA	259	17.37	0.39	0

4.

BSAVA 2018 VETSpa 2nd mailer HTML

Sent

Created By :
Rajesh Murthy

Sent/Scheduled On :
03/23/18 / 12:26 PM

2169 Emails sent

■ **2169**
Target Recipients

■ **0**
Excluded Recipients

100% Delivered [2169 Emails]

Open	6.4%
Click	0%
No Action	93.6%
Reported Spam	0%
Unsubscribed	1.1%

Tags: No associated tags.
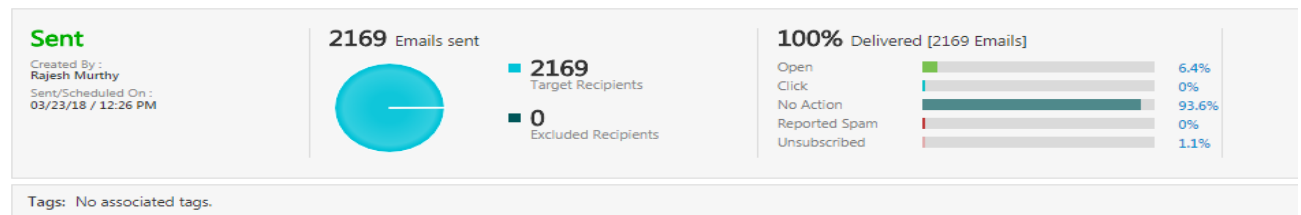
Target Lists (Total Leads: 2169)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[120] BSAVA Congress 2018 - Portugal (Paid)	120	5	0	0
[14] BSAVA Congress 2018 - Switzerland (Paid)	14	7.14	0	0
[386] BSAVA Congress 2018 - Netherlands (Paid)	386	7.25	0.26	0
[90] BSAVA Congress 2018 - Italy(Paid)	90	4.44	0	0
[807] BSAVA Congress 2018 - Germany (Paid)	807	6.44	0	0
[752] BSAVA Congress 2018 - France (Paid)	752	6.38	0	0

5.

BSAVA 2018 VETSpa 2nd mailer Israel & Dubai

Sent

Created By :
Rajesh Murthy

Sent/Scheduled On :
03/23/18 / 02:41 PM

82 Emails sent

■ **82**
Target Recipients

■ **0**
Excluded Recipients

100% Delivered [82 Emails]

Open	7.3%
Click	0%
No Action	92.7%
Reported Spam	0%
Unsubscribed	0%

Tags: No associated tags.
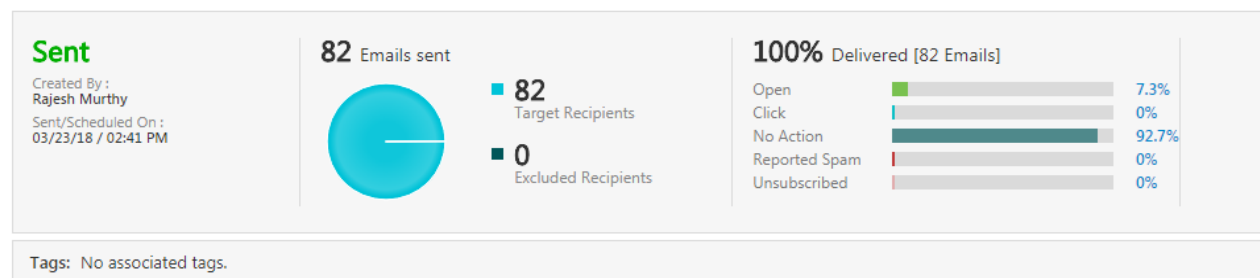
Target Lists (Total Leads: 82)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[51] BSAVA - VETSpa - Dubai & Oman	51	11.76	0	0
[31] BSAVA - VET Faculty & Consultant - Islamic Azad University	31	0	0	0

6.

BSAVA 2018 VETSpa 2nd mailer

Sent

Created By :
Rajesh Murthy

Sent/Scheduled On :
03/22/18 / 12:48 PM

1613 Emails sent

■ **1613**
Target Recipients

■ **0**
Excluded Recipients

100% Delivered [1613 Emails]

Open	2.6%
Click	0.2%
No Action	97.4%
Reported Spam	0%
Unsubscribed	0.2%

Tags: No associated tags.
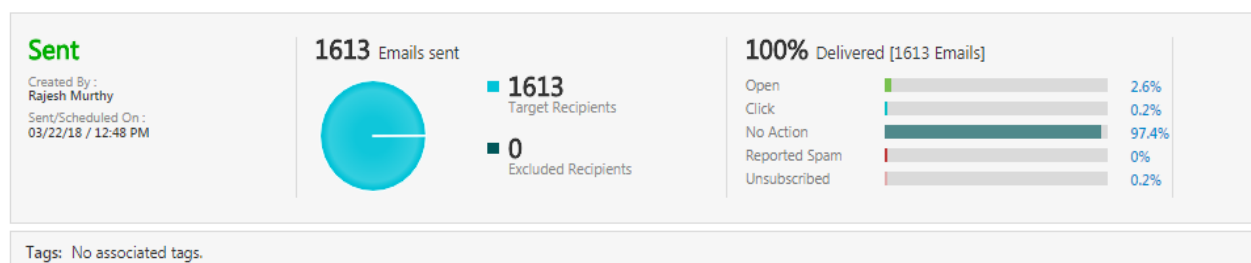
Target Lists (Total Leads: 1613)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[1613] BSAVA Congress 2018 - UK (Paid)	1613	2.6	0.19	0

7.

BSAVA 2018 VETSpa 2nd-Shreya All 5 Combined DB

Sent	**281** Emails sent	**100%** Delivered [281 Emails]	
Created By : Rajesh Murthy	■ **285** Target Recipients	Open	18.9%
Sent/Scheduled On : 03/22/18 / 04:18 PM	■ **4** Excluded Recipients	Click	1.8%
		No Action	81.1%
		Reported Spam	0%
		Unsubscribed	1.1%

Tags: No associated tags.
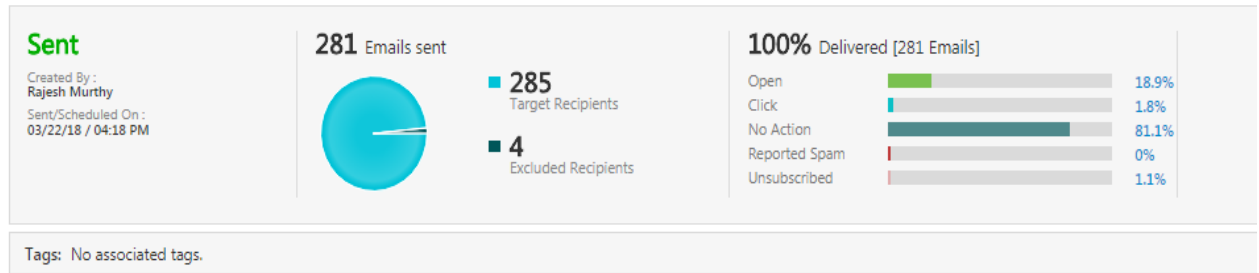
Target Lists (Total Leads: 281)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[281] Veterinary Database - Shreya	281	18.86	1.78	0

8. (Primary Database Email Campaign)

Sent	**7933** Emails sent	**100%** Delivered [7933 Emails]	
Created By : Rajesh Murthy	■ **7933** Target Recipients	Open	2.4%
Sent/Scheduled On : 03/29/18 / 04:57 PM	■ **0** Excluded Recipients	Click	0.1%
		No Action	97.6%
		Reported Spam	0%
		Unsubscribed	0.1%

Tags: No associated tags.
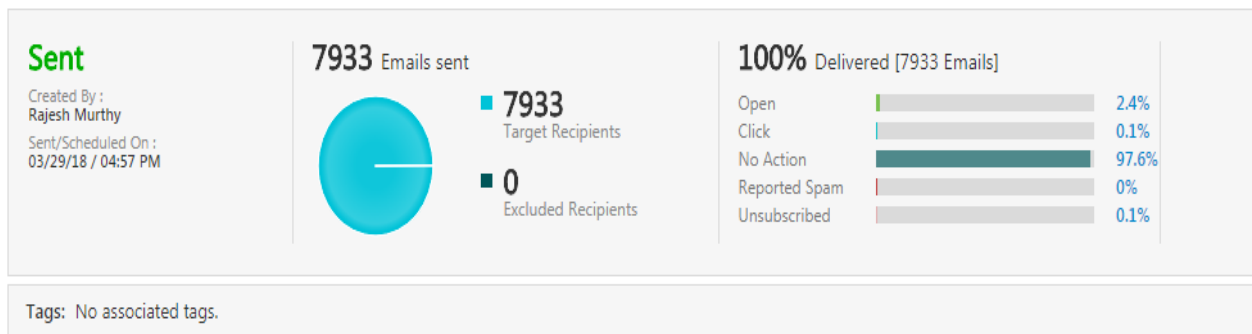
Target Lists (Total Leads: 7933)

List Name	Delivered	Open(%)	Click(%)	Bounce(%)
[7933] Members of IRIA - RADSpa 2018	7933	2.46	0.1	0

Observation Table for Email Campaigns: -

S. No: -	Email Campaign sent to total number of Email Ids	Observed Open rates for each Email campaign	Email flyers opened by the number of Email Ids	Date
1	112 Email Ids	30.4%	34 Email Ids	22 March 2018
2	303 Email Ids	24.7%	74 Email Ids	24 March 2018
3	368 Email Ids	19.6%	72 Email Ids	24 March 2018
4	2169 Email Ids	6.4%	138 Email Ids	27 March 2018
5	82 Email Ids	7.3%	6 Email Ids	28 March 2018
6	1613 Email Ids	2.6%	41 Email Ids	29 March 2018
7	281 Email Ids	18.9%	53 Email Ids	30 March 2018
8	7933 Email Ids	2.4%	190 Email Ids	29 March 2018

Observation Table for Social Media Paid Campaigns for LinkedIn: -

Campaign Name	Campaign Type	Total Engagements	Impressions
BSAVA 2018 Lead Generation	Sponsored Update	4	403
BSAVA 2018 - VETSpa Text Ads	Text Ad	3	10072

Observation Table for Social Media Paid Campaigns for Facebook: -

Campaign Name	Total Engagements	Impressions
Post: "Telerad Tech unveils #VETSpa - the imaging..."	98	4804
BSAVA 2 days	0	2274

Telephonic Callers List from Observed Open Rates (608)	(In numbers)	(In Percentage)
Contacted+ Confirmed	180	29%
Not Interested	118	19%
Didn't Pick up	58	10%
Contacted+ Not Confirmed	252	42%

Visitors visited to the booth at BSAVA Event based on the information collected from feedback forms: -

End Result:-

BRAND AWARENESS CONVERSIONS

Series1	Email Campaign	Facebook	Linked In	Google+	Twitter
	17	23	14	1	3
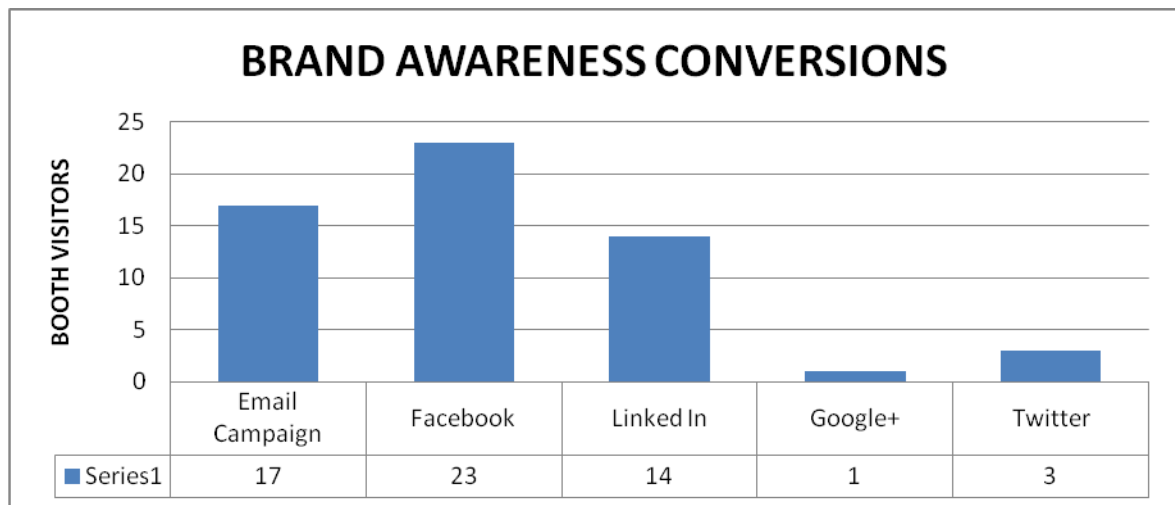
Telerad Tech Private Limited, Bangalore was able to develop partnership successfully with 4 Clinics/ Hospitals along with 3 potential customers for VETSpa at BSAVA Event.

1. Vet Locum , UK
2. Scarsdale Vets, Romania
3. Dr. Koronary Francis Vet Clinic, Germany
4. Blue Cross Vets Hospital, UK

BSAVA Event took place from 5th April – 8th April 2018 at Birmingham, London.