

ResMed

Public Relations and Social Media Plan

Prepared By: Myren Bobryk-Ozaki
December 1, 2023

Background:

ResMed, Inc. was founded in 1989 to pioneer innovative solutions that improve quality of life while lowering overall costs of healthcare systems that keep people breathing in peace. Operating in over 140 countries, ResMed provides transformational care with cloud-connected medical devices and software platforms for professionals, caregivers and people with chronic conditions that impact their sleeping patterns.

ResMed is expanding its Continuous Positive Airway Pressure (CPAP) machine product portfolio to include an artificial intelligence-powered machine in the AirSense™ 12 series, the AirIntell™ Adapt. The new addition includes all the thrills of artificial intelligence technology including high-level adaptation, fast and accurate decision-making, frequent and comprehensive reporting as well as ease of use and accessibility. The innovative product will be available for purchase on December 11th.

The primary audience for this plan consists of people who are seeking a technological upgrade to their existing CPAP systems or are seeking a new system to address their sleeping or breathing conditions. The secondary audience is caregivers and healthcare professionals who are seeking technological upgrades for the patients in their care.

Goals:

- Generate sales of the AirIntell™ Adapt.
 - This is the primary purpose of the plan as it is the new product this plan focuses on.
- Increase social media engagement
 - ResMed's socials have a low engagement level across all platforms with a slightly higher engagement on LinkedIn.

Objectives:

- Generate 10,000 sales of the AirIntell™ Adapt within the first 6 months of the launch of the product.
- Increase social engagement by 20% within 3 months of the launch of this plan.

Strategies:

- Conduct media relations to promote the launch of the AirIntell™ Adapt and increase its coverage across industry-specific news outlets.
- Utilize social media to generate awareness and interest for the new product.

Tactics:

- Release a press kit to the media that will include:
 - Press Release
 - Fact Sheet
 - News Backgrounder
 - Biography Backgrounder
 - Organization Backgrounder

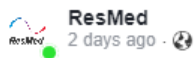
- Social media posts will be generated to promote the launch of the AirIntell™ Adapt alongside its specific features including:
 - Create social posts on Twitter, Facebook and Instagram to reach the consumer audience.
 - Posts will also be created on LinkedIn and internal industry sites to reach non-consumer audiences.

Example Posts:

Twitter -



Facebook -



The newest innovations from ResMed are hitting stores today!

The AirIntell™ Adapt uses AI technology to adapt to all of your sleep needs. From pattern-based support to simple and comprehensive sleep reports to easy use and accessibility, this CPAP machine is here for you.

#AdaptMySleep

WHY THE AIRINTELL™ ADAPT?

Improve your sleep with...

1. High-level breathing adaptation
2. Accurate decision-making
3. Comprehensive reporting
4. Easy use and accessibility

Coming Dec 11th
resmed.com



168

12 Comments 7 Shares

Wow

Share

View more 16 Comments



Write a comment...



Instagram -

