



CLIENT PERSPECTIVE

HD Medical, Inc.

Arvind Thiagarajan, Founder and CEO

“Golden Impressions has been driving HD Medical’s brand strategy and market presence since 2011. With GI support, HD Medical has emerged as a thought leader in the area of cardiac care, helping us secure some of the largest sales in the company’s history.

Their work includes our website, SEO, PR, literature, videos, tradeshow and exhibits.

Additionally, GI manages our social, digital and video marketing activities.

They are also instrumental in establishing our channel support program for our worldwide distributor base.”

The Challenge

Founded in 2011, HD Medical, Inc. is headquartered in Santa Clara, CA with research labs in Chennai, India. As a leader in the early detection of cardiac conditions, HD Medical is Saving Lives through Early Detection.

In 2012 GI launched the company’s initial market offering the ViScope®, Visual Stethoscope able to display heart waveforms on an integrated visual screen. The company has since introduced HD Steth™ intelligent stethoscope with integrated 3 lead ECG and HealthyU™ all-in-one home patient monitor with 7 lead ECG.

The most recent HD Medical devices provide the unique ability to visualize patient heart waveforms on a tablet or mobile device, transmitting from patient to clinician, creating a superior clinical diagnostic environment.

Our Solution

GI orchestrated the company launch, debuting HD Medical and ViScope at the American College of Cardiology (ACC) show in March 2013. A reception was planned and conducted during which we featured a key industry influencer, Dr. Nelson Schiller of UCSF plus a panel of medical experts. The reception was videotaped and segments have been posted to YouTube and the website. Efforts undertaken for the show resulted in HD Medical generating the most leads of any exhibitor at the ACC conference. Supporting the company’s launch, we wrote and produced the literature suite as well as PR press kit deliverables including a launch announcement, Company Backgrounder and Fact Sheet plus distributed the Company Profile to Business Wire’s worldwide audience.



Concurrent with the company launch, we conducted market research and gained competitive intelligence enabling us to develop the prospect profile, positioning and messaging matrix used for all marketing programs. Based on the findings of the research, we created the entire presence for HD Medical, including website, PR, literature, training videos, plus tradeshow and exhibits. Additionally we manage all demand generation activities such as LinkedIn lead generation, online advertising and email campaigns as well as channel support for distributors. To build the company database and broaden awareness we adopted an aggressive tradeshow schedule participating in key shows such as HiMSS, FIME, Medical World Americas, MEDICA and Arab Health.

In 2020, concurrent to HD Steth FDA clearance, GI launched a new website, aggressive public relations and outreach as well as investor events. Our efforts helped HD Medical to secure the 2019 Silicon Valley Open Doors (SVOD19) and MedTech Innovator awards. At these investor events GI positioned HD Medical as a thought leader on social impact issues such as UN and UNICEF initiatives; this created the opportunity for HD Medical to open discussions with several impact investors. Additionally, GI's unique mix of PR and digital marketing continually contribute to record sales.

In 2021, Golden Impressions launched HealthyU at CES and received press coverage in hundreds of print and video media outlets and online portals.

The Results

During the years following the launch of HD Steth, management has secured some of the largest sales in the company's history. This includes several multi-million-dollar sales to healthcare organizations, institutions, and companies.

During the tradeshow HD Medical generated thousands of leads which were a mix of medical professionals and distributors that are now in the company database for lead generation promotions. Leads from the tradeshow created both prospect and partnership opportunities.

As a result of the public relations, HD Medical has enjoyed thousands of press pickups and articles telling a progressive story about the company and product line. In addition, the HD Medical channel program Golden Impressions created is responsible for establishing the largest worldwide distributor base including a volume purchase from Cipla in India and cornerstone distributor agreement with Stethoscope.com.