

A Unique Online Training Resource Captures the EMS Professional Training Segment

Background

Bound Tree Medical is one of the largest specialty distributors of emergency medical equipment, supplies, pharmaceuticals and product expertise for emergency medical services (EMS) organizations that provide pre-hospital emergency care. Bound Tree Medical has a national distribution network that provides prompt and accurate delivery anywhere in the United States. Bound Tree Medical has also developed specialty programs to demonstrate their dedication, including scholarships, grants support and disaster support.

Challenge

Bound Tree Medical wanted to increase market share, grow sales and differentiate their business during the bid process by creating a unique online training resource. They needed a model that would provide real value to EMS providers in the field and have them returning to this online resource regularly. Bound Tree Medical had a strong grasp on ecommerce and distribution, but needed an online EMS partner who had a strong reputation as a trusted news, training, and content for the EMS community. Bound Tree Medical, although a leader in EMS distribution, didn't have the online expertise to nimbly create the concept for, build, launch, and market a new online training resource to the fire and EMS community.

Solution

After several months of brainstorming potential solutions to build an online resource for Bound Tree Medical customers, Bound Tree Medical and EMS1 decided that the solution was going to be a microsite that not only included manufacturer and product listings, specification sheets, and resources, but was also going to include a free online classroom to help EMTs fulfill CEUs. EMS1 worked closely with Bound Tree Medical to create mock-ups of the microsite, including site sections, design, creating a new logo and brand "Bound Tree University", product navigation, and deciding on a certified CEU provider to provide CECBEMS-accredited online CEUs for users.

Results

Since its launch in January 2011, over 10,700 users have used BoundTreeUniversity's free online course program, completing over 22,600 online CECBEMS-accredited courses within the Bound Tree University platform. The monthly Bound Tree University e-newsletter has grown organically to include over 20,000 opt-in subscribers and consistently demonstrates open rates upwards of 35%. By associating Bound Tree Medical with a microsite providing free continuing education units, product demo videos, product listings including spec sheets, manuals, and protocols, EMS1 was able to help BTU permeate the EMS community as a free professional resource with real value.

