



Case Histories

Large Non-Profit Hospital Uses BIC Mouse Pads to Inform Staff of New Program

PRODUCT:	BIC[®] Mouse Pad
CUSTOMER:	Non-profit hospital
OBJECTIVE:	Advertise new program
CASE HISTORY CATEGORY:	Product Launch

OVERVIEW: A non-profit hospital implementing a new Respiratory Care Management Information System to assist in providing patient data to nurses wanted to hand out a product to all program participants in order to increase brand recall. The hospital created mouse pads imprinted with the name of the new program, RC-MIS. The participants included respiratory care nurses, members of the IT department and other hospital staff.

DISTRIBUTION: The hospital handed out BIC Mouse Pads (rectangle shape) at training sessions.

OUTCOME: The promotion for RC-MIS proved to be a great success because the mouse pads continuously reminded new users of the program name.

