

CZARNOWSKI.

mindray

healthcare within reach

CZARNOWSKI®

STORIES THAT MOVE

mindray

Expand Your View
BeneVision H Series

mindray



One Monitor
Multiple Solutions

transforming
patient
care

N1

NTI Expected Sessions

Monday, March 12, 2018

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Mindray at AACN NTI

CREATING A SCENE

1 (800) 247-4302
INFO@CZARNOWSKI.COM



Challenge

To rollout Mindray’s game-changing (and potentially life-saving) BeneVision N-Series at AACN’s annual NTI conference in an educational yet attention-grabbing way.

Solution

An interactive experience that brought the hospital environment to the show floor and showcased the BeneVision N-Series in larger-than-life style.





AACN NTI is a destination for nurses looking to learn, share and explore what’s new in critical care treatment, technology and practices.

Mindray, a leading developer, manufacturer and supplier of medical device solutions and technologies, is a popular attraction on the NTI show floor—hosting seminars with well-known speakers for attendees looking to earn certification credits.

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Creating a space that encourages face-to-face interaction with the clinicians who use their products is imperative for Mindray. It’s also crucial the space acknowledges the challenges critical care nurses face and how Mindray products make nursing easier and patients safer.

With an engaged and enthusiastic audience of more than 7,000 nurses, NTI was the obvious choice for Mindray to roll out its BeneVision N-Series—the first-ever patient monitoring platform incorporating capacitive touch screen technology across all of its monitors.





While a product launch needs to be informative, Mindray also wanted it to be fun. So we dug in to learn more about what makes the N-Series products special and set the stage to feature those aspects in a big way.

The BeneVision N-Series combines consumer electronics features with smarter monitoring technology to track patients as soon as they enter the hospital environment and keep them connected to their medical records and vital information as they move through procedural, operation and recovery rooms.

“We enjoy working with people who are passionate about what they do and want the end result to be the best it can be.
So working with Czarnowski, who we know loves everything they do, makes our job easier
and makes the end result exactly what we want: fantastic and spectacular.”

– Beth Aquaviva, Senior Marketing Manager for Patient Monitoring, Mindray North America

Demonstrating the interconnectivity that happens between clinician and patient as the patient travels throughout a hospital is impossible to duplicate in a 30’x50’ space. So we shrank the hospital, creating an isometric view of a typical setup with an animated touchscreen experience, allowing users to digitally navigate the environment from the show floor while discovering how Mindray’s products work in each area.

We then shifted our attention from shrinking hospitals to magnifying products, creating a larger-than-life replica of Mindray’s N22. The imitation N22 not only needed to duplicate the device’s exact dimensions (which was a challenge in itself), but it also had to work like it.

We took a recorded use case of the device, added in an animated hand and looped the three-minute video to continuously play on the 70-inch screen—drawing attention to how the device can be operated with the swipe of a finger.

While Mindray wanted their experience to be a big hit with the NIT crowd, they didn’t want to say the same for its impact on their marketing budget. **So we focused the majority of their spend on creating the attention-grabbing engagements, and then incorporated rentals and elements from previous booths to make the space feel fresh while keeping costs down.**