

# 'Sealing the source'



Kimberly-Clark

## Preventing post-operative surgical site infections

### Background

To help reduce the incidence of Surgical Site Infections (SSIs), Kimberly-Clark launched InteguSeal\*, a novel antimicrobial wound sealant designed specifically for use as a pre-operative preparation.



### Objectives

The key objectives for the media relations programme were:

- To highlight the true incidence and cost of SSIs
- Raise awareness of InteguSeal\* as a new, effective and simple to apply microbial sealant among its target audiences
- Harness key opinion leader endorsement for its use

### Tactics

De Facto used its knowledge of the Pan-European and local language healthcare journals to plan and implement a media relations programme targeting surgeons specialising in Cardiovascular, Vascular and Orthopaedic interventions.

- Targeting English, French and German language healthcare publications read by surgeons, theatre staff, members of infection control teams and hospital procurement managers
- Interviewing surgeons who had trialled InteguSeal\* to gain first-hand experience and reviews of InteguSeal\* in use during surgery
- Writing an opinion-based article from Prof. Dr. Reinhold Függer, the current President of the Surgical Infection Society of Europe

### Results

The launch press release produced extensive coverage and major articles were secured in Pan European publications including CardioVascular News Europe, Vascular News Europe, Healthcare Equipment & Supplies and European Orthopaedic Product News.

The article with Prof. Függer highlighted the extent of the problem of SSIs, while the interviews with surgeons on their experience of using InteguSeal\* in surgery produced a series of strong 'key claim' statements.

"In a fairly short period De Facto have generated widespread awareness of InteguSeal\* and its potential use and benefits."

Gregory Berleur,  
Product Manager