



# PRESENTATION FOR NOBI

# A LITTLE BIT ABOUT US

- Full-spectrum Marketing and PR Firm
- Founded in 2004
- Offices in Atlanta & Nashville
- Considered One of the Top Firms in Southeastern U.S.
- 80+ years of Collective Team Experience
- 500+ Company/Product Launches and Campaigns



# OUR NAME SAYS IT ALL: CARABINER

Our Approach?  
We are all about relationships

# WHAT WE DO



We deliver the right messages to  
the right audiences at the right  
time to influence purchase  
decisions and drive sales



# GOALS

- Introduce Nobi and the Nobi Lamp to the US B2B Market
- Support and Empower Development and Distribution
- Engage Potential Partners to Help Distribute Nobi Lamps
- Position Nobi as a Trusted Company
- Claim Thought Leadership and Enhanced Brand Visibility in the US Market
- Lay a Foundation of Awareness for the US Nobi B2B2C Launch





Hallo, dit is Nobi.

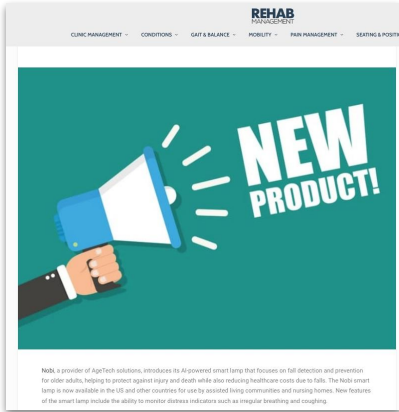
nobi  
happiest at home

## KEY PROGRAMS

- Media Relations
- Thought Leadership
- Events
- Content Development

- Media relations: media outreach, press releases, media interviews, feature/byline placements, paid media
- Thought Leadership: influencer outreach/engagement, speaking opportunities, awards
- Events: tradeshow, webinars, roundtables
- Content Development: bylines, press releases, white papers, infographics, abstracts, pitches

# Rollout begun at CES – used the CES press release as a tool to initiate a line of communication with key B2B writers/editors/outlets.



CLINIC MANAGEMENT • CONDITIONS • GAIT & BALANCE • MOBILITY • PAIN MANAGEMENT • SEARCH & RESERV

## NEW PRODUCT!

Nobi, a provider of AgeTech solutions, introduces its AI-powered smart lamp that focuses on fall detection and prevention for older adults, helping to protect against injury and death while also reducing healthcare costs due to falls. The Nobi smart lamp is now available in the US and other countries for use by assisted living communities and nursing homes. New features of the smart lamp include the ability to monitor distress indicators such as irregular breathing and coughing.



## HEALTHTECH INSIDER

7th Decentralized & AI  
May 10 - 11, 2023  
REGISTER SAVE 15% OFF WITH DISC

### CES 2023: A New Smart Lamp Detects Falls and More [video]

by William McCreary | February 10, 2023 | Health | 0 comments



## Aging and Health Technology Watch

Industry Market Trends, Research & Analysis

### Nobi – AgeTech Device Helps Protect Seniors by Detecting and Preventing Falls

02/25/2023 14:54 | Laurie Dwyer

Nobi – an AI-powered smart lamp that focuses on fall detection and prevention for older adults. It is helping to protect against injury and death, while also reducing healthcare costs due to falls.

WHO estimates that medical costs associated with falls by people over 65 will reach \$240 billion per year worldwide by 2040.

Already a proven medical device in the Belgian market, the Nobi smart lamp is now available in the US and other countries for use by assisted living communities and nursing homes. New features of the smart lamp include the ability to monitor distress indicators such as irregular breathing and coughing.

A version of the device for in-home use is anticipated for rollout in the US later this year.

A full release follows and is attached. Please let me know if I can provide any additional information or connect you with someone from Nobi.

Statistics:

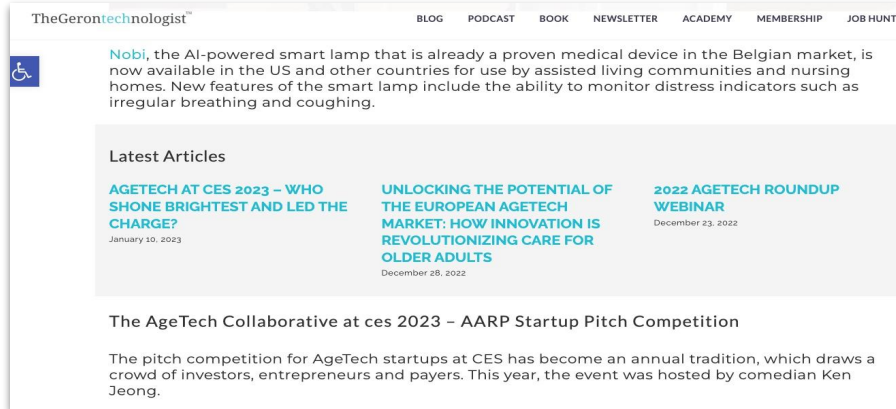
A rapidly aging population is a challenge for healthcare systems worldwide. In the US, the number of people ages 65 and older is projected to nearly double from 52 million in 2018 to 95 million by 2060, and the age group's share of the total population will also rise from 16 percent to 23 percent. Complicating this factor is the ongoing shortage of healthcare professionals.

Release:

Nobi AI-Driven AgeTech Device Helps Protect Seniors by Detecting and Preventing Falls

European provider debuts its innovative smart lamp to the US market at CES, enabling healthcare savings while positively impacting care for older adults.

LAS VEGAS, January 5, 2023 – Nobi, a provider of innovative AgeTech solutions, today introduced its AI-powered smart lamp that focuses on fall detection and prevention for older adults, helping to protect against injury and death while also reducing healthcare costs due to falls. Already a proven medical device in the Belgian market, the Nobi smart lamp is now available in



## TheGerontechnologist™

BLOG PODCAST BOOK NEWSLETTER ACADEMY MEMBERSHIP JOB HUNT

### Nobi, the AI-powered smart lamp that is already a proven medical device in the Belgian market, is now available in the US and other countries for use by assisted living communities and nursing homes. New features of the smart lamp include the ability to monitor distress indicators such as irregular breathing and coughing.

#### Latest Articles

- AGETECH AT CES 2023 – WHO SHONE BRIGHTEST AND LED THE CHARGE?**  
January 10, 2023
- UNLOCKING THE POTENTIAL OF THE EUROPEAN AGETECH MARKET: HOW INNOVATION IS REVOLUTIONIZING CARE FOR OLDER ADULTS**  
December 28, 2022
- 2022 AGETECH ROUNDUP WEBINAR**  
December 23, 2022

### The AgeTech Collaborative at ces 2023 – AARP Startup Pitch Competition

The pitch competition for AgeTech startups at CES has become an annual tradition, which draws a crowd of investors, entrepreneurs and payers. This year, the event was hosted by comedian Ken Jeong.



## AITHORITY

AI TECHNOLOGY INSIGHTS

NEWS INTERVIEWS INSIGHTS AI RADAR SERVICES RES

### Nobi AI-Driven AgeTech Device Helps Protect Seniors by Detecting and Preventing Falls

By AIT News Desk — On Jan 6, 2023

SHARE

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**Recommended AI:** GoodFirms Unlocks the Best Task Management Software with Rich Features



# PROGRAMS IN-DEPTH: MEDIA RELATIONS

## How We Work

- Use news releases (one every month to two months) as regular tools to gain access to media contacts, provide them with a steady stream of company news and information, and generate regular news coverage. Press releases can coordinate with your trade show activities, product announcements, key data points from clients, case studies, financial data, topical announcements, and new partnerships.
- Pitch three to four feature articles monthly.
- Facilitate regular discussion between CEO Roeland Pelgrims and the top 10 media contacts to promote contact for quotes, Q&As, questions on information for broader articles, prediction pieces, and year-end reviews.
- Monitor industry news, events, and competition for bounce-back pitching; pitch follow-up articles to those who've written stories (as required). Additionally, we will pitch relevant media queries that are on topic and/or require specific perspective/commentary from Nobi.
- Coordinate media interviews with CEO Roeland Pelgrims at trade shows and conferences (as schedule necessitates) with the goal of generating coverage, but also establishing a close relationship between key media and Nobi executives.

## PROGRAMS IN-DEPTH: MEDIA RELATIONS: MEDIA CONTACTS

Key Media contacts in AgeTech, Healthcare/Healthcare IT,  
Senior Housing/Senior Living, Hospital, and Business/Investing

- Christopher Cheney, Senior Clinical Care Editor, HealthLeaders
- Mackenzie Bean, Managing Editor, Becker's Hospital Review
- Jim Hammerand, Managing Editor, Medical Design & Outsourcing
- Nick Taylor, Contributing Editor, MedTech Dive
- Austin Montgomery, Reporter, Senior Housing News
- Jennifer Kovacs, Editor-in-Chief, Healthcare Design and Environments for Aging
- Ron Southwick, Editor, Chief Healthcare Executive
- Joanne Kaldy, Reporter, Provider and Caring for the Ages
- Max Zamkow, Editor in Chief, AgeTech News
- Alicia Lasek, Reporter, McKnight's Longterm Care News
- Heather Landi, Senior Editor, Fierce Healthcare
- Gina Kolata, reporter, NYTimes.com
- Kiren Etkin, podcaster, AgeTech Revolution

# PROGRAMS IN-DEPTH: MEDIA RELATIONS: MEDIA PITCHES

## Sample Media Pitches

### Age Tech:

- Technology Is Playing an Increasing Role in Caring for Our Aging Population. What New Tech Is Keeping Seniors Safe?
- Top XX Technologies That Add Can Add Years to Aging in Place
- Comparing Aging Technologies: From Wearables to Sensors to AI

### Senior Living:

- Innovations in Fall Prediction and Detection Can Save Lives in Care Facilities
- By The Numbers: The Direct and Indirect Costs Associated with Falls
- How One Product Can Positively Impact Your Staff by Increasing More Time for Care, Improving Job Satisfaction and Reducing Liability

### Health Care:

- The Aging Population Is Putting Further Strain on Our Healthcare System. Solutions That Save Money, Time, and, More Importantly People
- Can Healthcare Weather the Perfect Storm of an Aging Population, a Shortage of Caregivers and Increasing Costs?
- As the Preference for In-Home Healthcare Continues to Increase, XX Products You Should Install to Prepare Your House

### Design:

- Can a Utilitarian Product Like a Lamp Be Designed with Life-Saving Features and a Modern, unobtrusive Flair? Why Yes!
- Necessary Design Features and Functions That Make Elder-Care Products a Success
- Next-Gen Smart Lamp: So Much More Than an Automatic Way to Light Your Room

# PROGRAMS IN DEPTH: THOUGHT LEADERSHIP: SPEAKING OPPORTUNITIES

In Pursuit of Speaking Opportunities for 2023

[Digital Healthcare Information Summit – East Coast](#): June 7, 2023 in Boston  
[Becker's Health IT & Digital Health & RCM Annual Meeting](#): Oct. 3-6, 2023 in Chicago

Additional Research being done for key shows/conferences in 2024:

- AHCA Convention and Expo
- ASHA Annual Conference
- Senior Living 100
- NIC Annual Conference
- On Aging 2024
- Leading Age 2024
- Digital Healthcare Summit 2024 – Senior Living Leadership Summit



# PROGRAMS IN DEPTH: THOUGHT LEADERSHIP: AWARDS

## Key Awards

(Note: We will pursue many other awards as published on the awards spreadsheet.)

### Healthcare

- Digital Health Awards, by HLTH and UCSF Health Hub, given 11/2023
- MedTech Breakthrough Awards, by MedTech Breakthroughs, given Fall 2024

### Age Tech

- Tech Awards, by McKnight's LongTerm Care News, given 10/2023
- A2 Pilot Awards, by A2 Collective and the National Institute on Aging, given 4/2024

### Design

- CES Innovation Award, given 1/2024
- Medical Design Excellence Awards, by MD&M West Conference, given 2/2024
- Innovation by Design Awards, by Fast Company Magazine, given TBD 2023



## PROGRAMS IN DEPTH: THOUGHT LEADERSHIP: INFLUENCER OUTREACH/ENGAGEMENT

- Pauline Boss: Caregivers and Dementia
- Ramsey Alwin, Pres/CEO, National Council on Aging
- Patricia Dykes, Researcher, Brigham and Womens' Hospital
- Elizabeth Burns, Epidemiologist, CDC
- Lori LaBey, Founder, AlzheimersSpeaks.com
- Carol O'Dell, blog author, "Caregiving, mothering, and more" Caring.com contributor
- Kate Swaffer, Dementia Alliance International
- Sarah Thomas, Venture Partner, AgeTech Capital
- Max Zamkow, Editor in Chief, AgeTech News
- Peter Kaldes, CEO, American Society on Aging
- Scott Whitaker, President, AdvaMed
- Senator Bob Casey, Senate Committee on Aging
- Representative Kay Granger, Chair, Appropriations Committee
- Assistant Secretary for Aging, Allison Barkoff, Administration for Community Living (part of the US HHS)



## PROGRAMS IN DEPTH: EVENTS: TRADESHOWS AND CONFERENCES

Planned shows for attendance 2023-2024

- Healthcare Information & Management Systems Society (HIMSS) April 17 – 21, Chicago, IL
- Senior Living Innovation Forum (SLIF): October 8-10, 2023, Phoenix, AZ
- LeadingAge Annual Meeting: November 5 – 8, 2023, Chicago, IL
- Senior Living Leadership Summit (Argentum): November 6-8, 2023, Amelia Island, FL
- CES 2024: January 9-12, 2024, Las Vegas, NV

## Carabiner role?

- Provide support on show logistics and work to maximize exhibitor/sponsorship benefits like Show Dailies, press events, sponsorship dinners/meetings
- Coordinate media meetings, announcements, press events
- Create content as needed (press releases, exhibitor booklet descriptors, show-specific handouts, executive talking points)



## PROGRAMS IN DEPTH: EVENTS: OTHER OPPORTUNITIES

- Webinars: Assist with scripting and logistics for potential webinars with ASHA and Fierce healthcare (\*none scheduled to date)
- Roundtables: Coordinate logistics for team with key media outlets like AgeTech News or associations like ASHA (\*none schedule to date )

# PROGRAMS IN DEPTH: CONTENT DEVELOPMENT

1. Content is essential in communicating our messages and supports every phase of our public relations program.
  - Press releases
  - Bylined articles
  - White papers
  - Case studies
  - Executive talking points
  - Scripts
  - Others as needed
2. Content calendar. The content calendar is where we map out what information we are going to communicate (news, case study, industry opinion), how that information is going to be communicated (press release, bylined article, social media post, award submission), and when the communication will take place. A content calendar that syncs with your marketing plan is key to the overall success of a public relations program as it ensures we have a strategic, coordinated method for communicating publicly and achieving our goals.



## THE CARABINER ENGAGED, RELATIONSHIPS-BASED PR APPROACH

- Press releases every 6-8 weeks
- Monitor editorial calendars and pitch Nobi topics
- Create and pitch opinion articles monthly
- Use hot topics and healthcare days/weeks/months to generate awareness for Nobi causes
- Pitch features/bylines monthly
- Monitor news for bounceback pitches/commentary
- Use tradeshows/conferences/speaking engagements as opportunities to meet up with key media contacts
- Reach out to top 10 media contacts monthly with thoughts from the CEO
- Aggressively pursue key speaking opportunities and awards
- Use industry associations and partnerships to generate credible, trusted Nobi outlets of information
- Develop relationships with key influencers so they become Nobi product ambassadors through writing, research, social media, and opinion
- Use paid media opportunities where it makes sense for hyper-targeted outreach potential
- Align media outreach with key marketing activities and campaigns (social media, email campaigns)

# 6 MONTH PROGRAM TIMELINE

## March: Lay the Groundwork

- Finalize media lists
- Develop a stable of pitches by outlet category
- Adapt tool kit for US audience
- Develop content calendar for Q2 and Q3; include key Nobi plans (trade shows and conferences; key product announcements)
- Finalize speaking and awards opportunities grids; write abstracts as needed to meet deadlines
- Follow key influencers on social media; review opportunities to engage and interact with their postings
- Set up media monitoring; review industry news and respond as appropriate

## April – September: Execute Programs for Nobi PR Success (monthly activities)

- Update content calendar online so all are apprised of pitching and upcoming stories
- Pitch 8-10 feature stories to key media segments
- Review industry news and respond as appropriate, forward key articles to the team for review
- Write and pitch news/press releases as necessary
- Write abstracts for speaking opportunities and awards when due; work with Nobi team on presentations as speaking opportunities are solidified; update grids with current and future information
- Reach out to top 10 media contacts monthly with Nobi news, CEO commentary and quotes
- Monitor news for bounce-back opportunities and commentary
- Create content (bylined articles, op-eds, quotes) as pitching requires
- Write 1 news release (every 6-8 weeks)
- Monitor key influencers via social media; interact as appropriate to make them Nobi advocates
- Work with US Nobi team as needed on webinars, roundtables, paid media
- Conduct regular check-ins with Nobi team to ensure goals are aligned



Thank you for your time.  
We look forward to working for Nobis's  
success in the US marketplace.