



# CLIENT WORK CASE STORY



+



VelanoVascular™



**UNDERSTANDING**  
...FUELS THINKING.



**THINKING**  
...FUELS IMPACT.



**IMPACT**  
...FUELS SUCCESS.



**VELANO VASCULAR** established a new standard of care for inpatient blood draws. Velano's device, called PIVO™, performs needleless blood draws and aims to reduce the anxiety, pain and risk of traditional phlebotomy procedures. LIFT engaged with Velano beginning in 2015, deploying immersive ethnographic research studies in hospital settings to inform the design and implementation of programming and messaging.

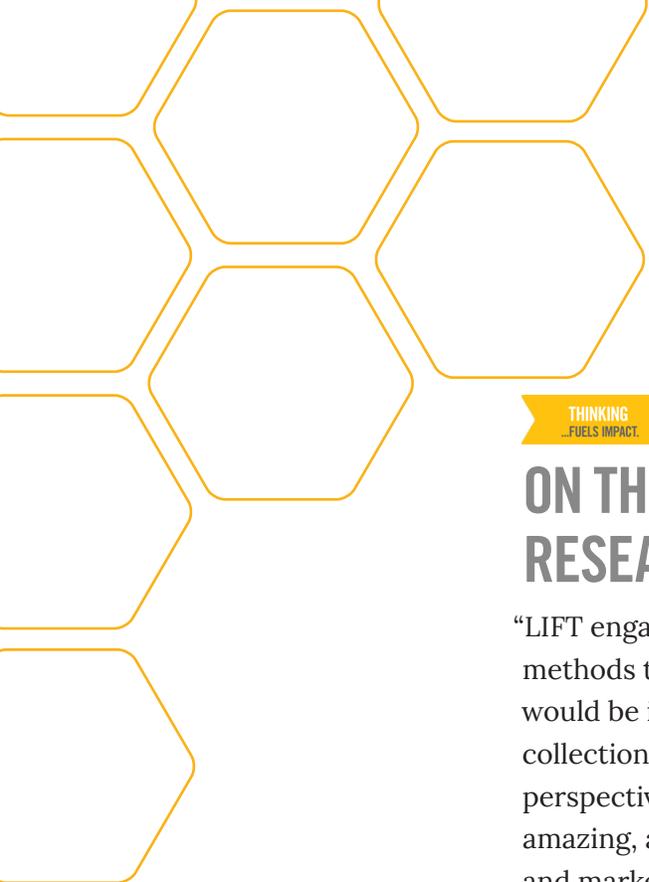
Velano was founded in 2012 and received FDA clearance for PIVO™ in 2015. PIVO™ was adopted by multiple health systems in the United States and around the globe. However, adoption of PIVO™ required changing the behavior of the most commonly conducted medical procedure in the world—the blood draw. And although PIVO™ drastically improved the experience for both phlebotomists and the patient, the unordinary practice and increased cost posed an adoption hurdle Velano partnered with LIFT to overcome.

LIFT conducted four immersive ethnographic research studies of hospitals using PIVO™ to understand patient and practitioner experiences and inform impactful marketing and educational tactics. LIFT leveraged the voice of the patients and phlebotomists to create stories that resonate with hospitals on a human level, pulling these stories through in everything from web design to sales sheets.

#### WORK PERFORMED

- + Qualitative Research (Patient and Clinician Observation and Ethnography)
- + Brand Development & Positioning
- + Digital Experience & Web Design
- + Sales Support & Education Materials





THINKING  
...FUELS IMPACT



## ON THE VALUE OF LIFT'S HUMAN-CENTERED RESEARCH AND INSIGHTS:

“LIFT engaged in field work using ethnography and qualitative research methods to quickly create a high resolution picture of the users who would be interacting with PIVO (our novel, needle-free inpatient blood collection device). The firm’s ability to capture the patient and clinician perspectives, and the real thought behind those perspectives, was amazing, and heavily informed our business strategy—from fundraising and market access to brand and voice as well as clinical training and rollout.

The human-centered insights and stories that LIFT captured (true user perspectives) informed every aspect of our multi-channel commercial branding strategy. LIFT was able to transcend the typical market and business research we produced to provide a nuanced and extremely valuable dimension to the stories we told as a brand...giving our data and brand a voice in the market that was relevant as well as compelling and on point.

In addition, the LIFT team helped massage these insights into strategic and creative conversations, using the tools and protocols of design thinking to challenge and improve various aspects of our commercial operations. The “Jobs To Be Done” theory became part of our daily vernacular at Velano, and LIFT helped us understand, embrace and internalize this language deeply rooted in consumer insights and human behavior.”

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**Eric Stone**  
Former CEO & Co-founder  
Velano Vascular, Inc.

# Marketing

## Branding, Strategy, & Education

The primary goal is to equip stakeholders to impact change in hospitals and health networks throughout the world. From branding to education, LIFT plays a role in creating tools and marketing campaigns to accomplish this goal.

### LOGO DEVELOPMENT



### BRAND VALUES



# BRAND GUIDELINES

**VelanoVascular** 2018 BRAND GUIDELINES

Velano Vascular branding guidelines have been developed to help ensure proper use of Velano's trademarks, logos, colors and fonts. These guidelines apply to authorized partners, collaborators and other third parties who wish to use the trademarks and logos of Velano Vascular, Inc. in connection with marketing, advertising and informational materials, including product packaging, websites or printed publications. Any unauthorized or improper use of Velano's trademarks may constitute infringement or unfair competition in violation of federal, state and international laws.

**THE LOGOTYPE**

**Velano Vascular**

**Velano Vascular**

**PIVO** Compassion in Practice

**EXT** STABILIZATION DEVICE

**COLORS**

<b>#7E3D75</b> Process Color: 66% C, 55% M, 25% Y, 26% K, 8% B	<b>#272652</b> Process Color: 95% C, 50% M, 5% Y, 34% K, 3% B	<b>#BC3C40</b> Process Color: 19% C, 50% M, 50% Y, 34% K, 7% B
<b>#92C675</b> Process Color: 46% C, 20% M, 20% Y, 14% K, 0% B	<b>#124A68</b> Process Color: 58% C, 20% M, 25% Y, 25% K, 2% B	<b>#A7A9AB</b> Process Color: 0% C, 0% M, 0% Y, 40% K, 40% B

**PRIMARY TYPOGRAPHY**

Proxima Nova Regular  
abcdefghijklmnopqrstuvwxyz

Proxima Nova Italic  
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold  
abcdefghijklmnopqrstuvwxyz

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**PRIMARY TYPOGRAPHY**

Proxima Nova Regular  
abcdefghijklmnopqrstuvwxyz  
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**SAFETY AREA : LOGOTYPE**

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**SETTING A NEW STANDARD in Vascular Access**

**INTRODUCING PIVO**  
A NEEDLE-FREE BLOOD DRAW DEVICE BY VELANO

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# WEBSITE

**VelanoVascular** About People Solutions Media Evidence Contact

**Our Story**

**Hospital blood draws are consistently under appreciated and overlooked...until now**

**SEE THE STATISTICS**

- ~30% of inpatients are Difficult Venous Access
- A 20-hospital system can conduct over 1 million inpatient blood draws in a year
- Needle stick injuries during venipuncture remain a real problem in hospitals today
- IV's enclosure high hermeticity

Blood draws are such a standard and common component of healthcare delivery, we tend to overlook the trauma, risk and waste that they can create. While the results inform 70% of all clinical decisions, there has been little innovation in this procedure or related technologies in decades. According to research commissioned by Velano Vascular, nurses today are calling for more compassionate standards of care when drawing blood in a hospital setting – one that serves the growing number of Difficult Venous Access (DVA) patients, has the potential to reduce

# SALES

**VelanoVascular**

Hear from the experts about **NEEDLE-FREE BLOOD DRAWS** with PIVO™ at the following AVA presentations:

**Phlebotomy, Vascular Access Devices and Your Unique Role**

**LYNN HADAWAY, M.D., RN-SC, CRNI**  
SUNSHINE COAST HOSPITAL, SUNSHINE COAST, FL  
SUNDAY, SEPTEMBER 10, 2018 9:30 AM - 10:30 AM

**CASSY WEEKS, MBA, RN**  
Nursing Director of Patient Care Services, SUNSHINE COAST HOSPITAL, SUNSHINE COAST, FL  
LOCATION: SUNSHINE COAST HOSPITAL, SUNSHINE COAST, FL  
VELOCITY: SUNSHINE COAST HOSPITAL, SUNSHINE COAST, FL

**The Disproportionate Impact of Blood Collection on Pediatric Inpatient Experience**

**CONTACT** PH: 855-558-2222 | WWW.VELANOVC.COM | @VELANOVC | INFO@VELANOVC.COM

**FACT SHEET**

**COMPANY**  
Velano Vascular is a medical device company committed to reducing the pain, risk, and waste associated with venipuncture. The company's goal is to create the most compassionate care for hospital patients, a safer practice for clinicians, and a more friendly environment for the health system. Founded by a health care entrepreneur and patient advocate and a physician, Velano Vascular is a leading provider of innovative medical devices for the health system. Our products are designed to improve patient care and reduce the risk of infection in the hospital setting.

**PRODUCTS**  
PIVO™ is the original, innovative, needle-free blood draw device for patients. It is designed to reduce the pain, risk, and waste associated with venipuncture. PIVO™ is a single-use, sterile, needle-free blood draw device that is designed to reduce the pain, risk, and waste associated with venipuncture. PIVO™ is a single-use, sterile, needle-free blood draw device that is designed to reduce the pain, risk, and waste associated with venipuncture.

**BLOOD DRAW STATS**  
~30% of patients are Difficult Venous Access (DVA) patients  
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**FOUNDED** 2010

**HEADQUARTERS** San Francisco, California

**LEADERSHIP**  
CEO: Dr. Lynn Hadaway, MD, RN-SC, CRNI  
COO: Cassy Weeks, MBA, RN  
VP of Sales: Dr. Lynn Hadaway, MD, RN-SC, CRNI

**FINANCING** \$50 million

**ADVISORY BOARD**  
Dr. Lynn Hadaway, MD, RN-SC, CRNI  
Cassie Weeks, MBA, RN  
Dr. Lynn Hadaway, MD, RN-SC, CRNI  
Cassie Weeks, MBA, RN

**ADVISORS**  
Dr. Lynn Hadaway, MD, RN-SC, CRNI  
Cassie Weeks, MBA, RN  
Dr. Lynn Hadaway, MD, RN-SC, CRNI  
Cassie Weeks, MBA, RN

**VelanoVascular** About People Solutions Media Evidence Contact

**Establishing a New Standard of Care**

**Introducing PIVO™**

High quality blood collection from indwelling IV lines is now possible with PIVO

PIVO is a needle-free, single-use, sterile device that temporarily attaches to a peripheral IV catheter to collect a fresh venous sample. Using the existing IV line as a conduit to the vein, a flexible, internal flow tube is advanced through the IV, beyond the catheter tip, and into the vessel to collect a blood sample. This flow tube is designed to extend beyond the suboptimal draw conditions around the IV to reach vessel locations where blood flow is optimal for aspiration. Once blood collection is complete, the device is retracted, removed from the PIV, and discarded.

**See How PIVO Works**

# CLINICAL STAFF EDUCATION

**PREPARATION**

1. **ATTACH**  
- Attach PIVO to the IV line  
- Ensure PIVO is fully seated on the IV line

2. **CONNECT**  
- Connect the PIVO to the IV line  
- Ensure the PIVO is fully seated on the IV line

3. **ADVANCE**  
- Advance the PIVO into the vein  
- Ensure the PIVO is fully seated in the vein

4. **COLLECT**  
- Collect the blood sample  
- Ensure the PIVO is fully seated in the vein

5. **DISCONNECT**  
- Disconnect the PIVO from the IV line  
- Ensure the PIVO is fully seated in the vein

**POST-PROCEDURE**

**PROCEDURE OPTIMIZATION**

**HOW TO PIVO**

**ADVANCE SLOWLY**

**STOP AND FOLLOW UP**

**WHEN PIVO BOWS**

**CONTINUE WITH PROCEDURE**

**CONTINUE WITH PROCEDURE**

**CONTINUE WITH PROCEDURE**

**PIVO**

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CAMPAIGN CONCEPTS

**GET UNSTUCK**  
safer working conditions  
higher rates of success  
enhanced care coordination

**FROM THE VASCULAR ACCESS STATUS QUO**

Outdated peripheral IV practices undermine your team's hard work. Join top Florida healthcare leaders and step into the future of inpatient healthcare with one-stick hospitalization—the tool your team needs to make a measurable impact across the hospital.

Don't get stuck in the past—lessen risk, enhance workflow, and improve the patient experience with PIVO™, a needle-free blood draw device.

GET UNSTUCK WITH PIVO™  
velanovascular.com/getunstuck

VelanoVascular  
**PIVO**

**GET UNSTUCK**  
higher rates of success  
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VelanoVascular  
**PIVO**  
GET UNSTUCK WITH PIVO™  
velanovascular.com/getunstuck

**SHE IS:**  
PRO patient comfort  
PRO safety  
PRO productivity  
PRO fewer restarts  
PRO health outcomes  
PRO staying on the job

**SO IS PIVO.™**

Your team is dedicated to doing the job right. With one-stick hospitalization, they'll be able to reduce the inefficiency, risk and pain of the most common inpatient procedure. Give them the tool they need: PIVO™, a needle-free blood draw device that leverages existing peripheral IV access and puts the power of hospital-wide impact into your team's hands.

Carmen Walsh, MD  
Staff of Oncology  
MORRIS CANCER CENTER

VelanoVascular  
**PIVO**  
EMPOWER YOUR TEAM WITH PIVO™  
velanovascular.com/proPIVO

Healthy  
Level Positioning  
WOMEN

LET'S CHANGE THIS STATISTIC, TOGETHER.

Switching to PIVO™ can reduce 880,000 NEEDLES from your hospital next year.

VelanoVascular  
**PIVO**  
Compassion in Practice





## ON LIFT'S DEEP AND IMPACTFUL STRATEGIC PARTNERSHIP WITH VELANO VASCULAR:

“From branding and sales support to fund raising and customer training, LIFT was a tremendous asset and partner along our journey.

LIFT became ultimately deeply ingrained in much of what we did with the PIVO device, and in Velano as a whole. The knowledgebase they cultivated over time about my company and the leading asset/technology was deep and relevant in every domain of how we marketed and communicated.

LIFT not only provided exceptional skills as a branding and marketing partner, but they also were invaluable as an innovation partner. The team proactively brought program suggestions and ideas to the table that were smart, focused, and valuable to creative and strategic conversations.

The team helped us to develop assets that we used in fundraising (building investor confidence), recruiting (engaging mission-oriented change-makers/staff), selling (simplifying a complex inpatient medical process down to the fundamental “reasons to believe”), and overall building a novel and fast-growing company.

The team also helped us refine our understanding of our stakeholders’ needs, perspectives, and behaviors, and deploy these insights via a co-developed strategy for changing how inpatient medicine is practiced for the world’s most common, invasive hospital medical procedure...every day.

LIFT was an extension of our marketing and commercial team for many years, and David and LIFT leadership were thought partners to me throughout the last 5 or so years of our life-changing journey.”



**Eric Stone**  
Former CEO & Co-founder  
Velano Vascular, Inc.

# THANK YOU

## LIFT IS ON A MISSION, ARE YOU?



Do you seek to **UNDERSTAND** the community you serve through a lens of human understanding, empathy, and diversity.



Does your team **THINK** strategically to maximize the impact your marketing investments can have on business goals as well as consumer competency, stakeholder well-being, and community health.



Are you keen to **IMPACT** positive financial, clinical, and strategic outcomes while educating and nurturing a more competent and loyal consumer community.



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FOR MORE INFORMATION CONTACT DAVID MCDONALD AT  
423.596.2635 OR DAVID@LIFTHEALTHCARE.COM  
WWW.LIFTHEALTHCARE.COM