

# "Nursing Nirvana

ICU MEDICAL



**icumedical**  
human connections

# ICU Medical

## Nursing Nirvana

When ICU Medical acquired the Plum infusion system – a product line that streamlines medication delivery – it also acquired a number of issues, including competitor claims that the system was outdated and its sales and user base were shrinking. Our challenge was to launch the company’s new, completely innovated version of the product to a skeptical audience of nurses, IT pros and hospital pharmacists. And to do so in a breakthrough way that would overcome the negative perceptions of the legacy product.

We found two things in research that helped inform our solution: The main motivator for this audience was user confidence; and early user feedback revealed that all who used the Plum system found that it went above and beyond to address their biggest challenges.

So how do we tap into that emotion while still driving home the very real superior performance of this product across different audiences? We elevate our campaign to match the level of the product. We tap into that higher power. Our campaign promised each audience an enlightened state of professionalism. For nurses, Plum Duo brought them to Nursing Nirvana. Pharmacists? They were in Eupharmia, of course. And IT pros discovered IT Utopia. Each audience message was paired with an image of that professional in an utter state of peace, as a result of the benefits of the Plum Duo system. We spread this message through an integrated mix of print, digital and tradeshow materials, with results pointing to one thing: Enlightened creative leads to enlightened results.



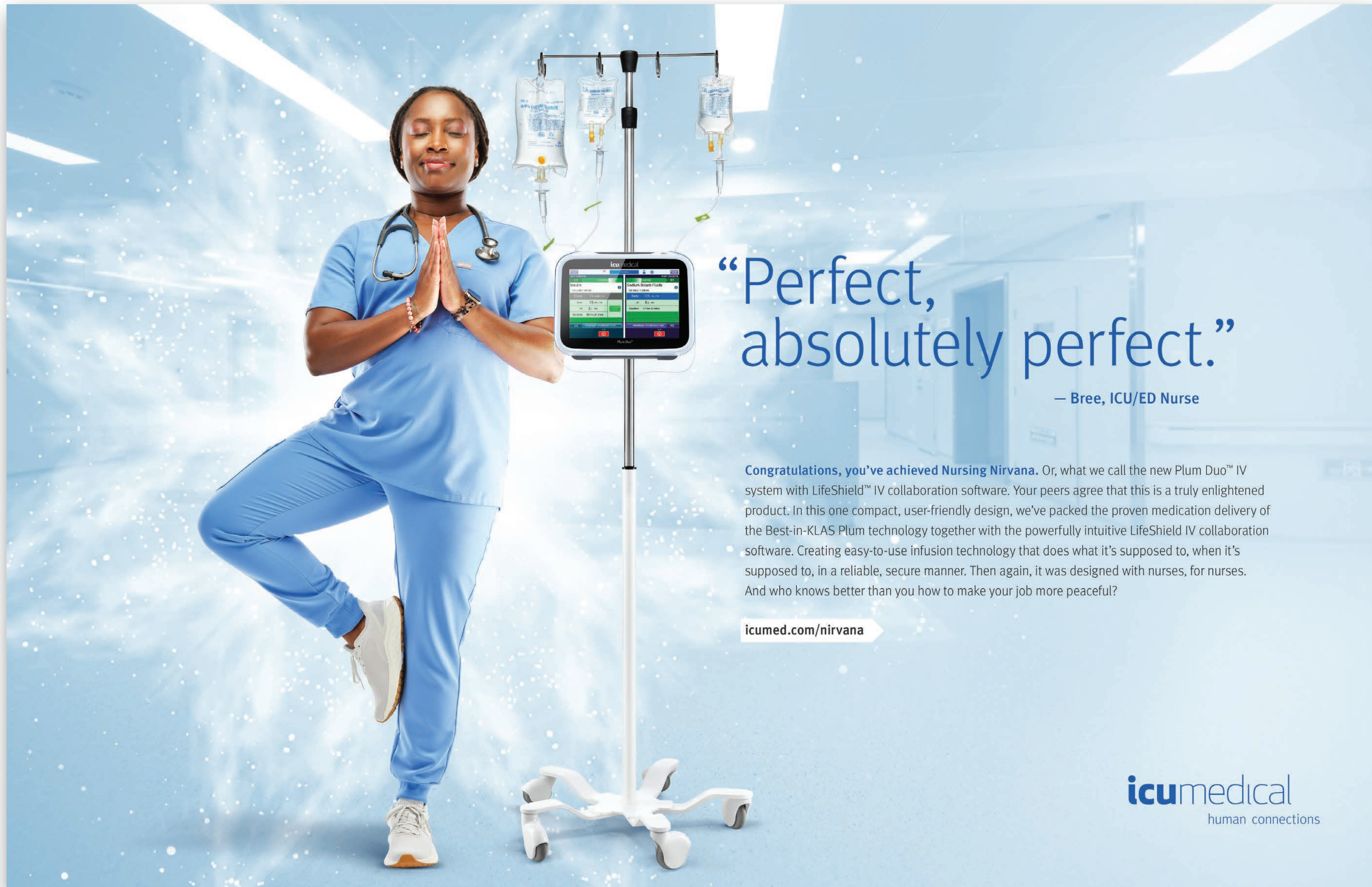
“Revolution...is not an overstatement.”

— Denise, ICU/ED Nurse

**Congratulations, you've achieved Nursing Nirvana.** Or, what we call the new Plum Duo™ IV system with LifeShield™ IV collaboration software. Your peers agree that this is a truly enlightened product. In this one compact, user-friendly design, we've packed the proven medication delivery of the Best-in-KLAS Plum technology together with the powerfully intuitive LifeShield IV collaboration software. Creating easy-to-use infusion technology that does what it's supposed to, when it's supposed to, in a reliable, secure manner. Then again, it was designed with nurses, for nurses. And who knows better than you how to make your job more peaceful?

[icumed.com/nirvana](http://icumed.com/nirvana)

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“Perfect,  
absolutely perfect.”

— Bree, ICU/ED Nurse

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“Real-time monitoring, user-friendly UI/UX and next-level security...this thing’s a unicorn.”

— Kai, IT Specialist

**This is what it feels like in IT Utopia.** Or, as we call it, our new Plum Duo™ IV system with LifeShield™ IV collaboration software. This is a new level of safety software, a new level of infusion therapy, a new level of...everything, really. You have real-time update monitoring, so you can watch software updates hit individual pumps, preventing manual verification and saving hours of time. And the enterprise-wide system means you can make sure every pump has the latest information, all managed from a central location. This is what it looks like when a system is built with IT pros, for IT pros. Look into the new Plum Duo with Lifeshield. And improve the state of your IT management.

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“When all of my medication management needs are perfectly aligned. That’s Eupharmia.”

— Tomasz, Pharmacist

**Welcome to Eupharmia.** That feeling you get when your drug libraries are all aligned and up to date, your colleagues are able to collaborate on both the front end and the back end, and there are steadfast measures in place to make sure you get the right drug to the right patient in the right dose at the right time. It’s the feeling you get from using our new Plum Duo™ IV system with LifeShield™ IV collaboration software. Of course, you should expect nothing less—the system was built with pharmacists, for pharmacists. Arrange a demo today. And see how to elevate your pharmacy practice to a state of tranquility.

[icumed.com/Eupharmia](http://icumed.com/Eupharmia)

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Ready to achieve  
Nursing Nirvana?



Scan to experience the new Plum Duo™ IV system.  
And elevate your medication delivery to a whole new level.

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Get ready to experience  
Nursing Nirvana.



Scan to see how the new Plum Duo™ IV system will take your  
medication delivery to a whole new level.

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This is what it feels  
like in IT Utopia.



The new Plum Duo™ IV system will heighten the state of your IT management. Scan to see how.

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Welcome to Eupharmia.



That feeling you get when your entire pharmacy practice is elevated to a higher state of performance. Scan to see how the new Plum Duo™ IV system can take you there.

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Congratulations,  
you've found  
**Nursing Nirvana**

Introducing the new  
**Plum Duo™ IV Pump**  
Truly enlightened  
infusion technology

[Learn More](#)

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You are now  
entering a state of  
**Eupharmia**

Introducing the  
**IV Performance Platform**  
A tranquil approach to  
infusion medicine mastery

[Learn More](#)

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This is what it  
feels like in  
**IT Utopia**

Transport to a new level  
of infusion IT management

[Learn More](#)


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1:20

134

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**“You just literally know  
what’s going on.”**  
—Oncology Nurse



**Introducing the new Plum Duo™ infusion pump.**

Your peers agree that this a truly enlightened product. Learn how this harmony of clinician-driven ingenuity and cutting-edge technology can help nurses amplify their impact, reaching new heights in patient care.

[Learn More](#)

**Connect Smarter. Care Safer.™**

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Jump to...

## Congratulations, you've found Nursing Nirvana.

Or what we call the new Plum Duo™ infusion system with LifeShield™ IV safety software.

In this powerful, user-friendly design, we've packed a modern, intuitive interface together with the proven medication delivery of the Best in KLAS Plum 360™, creating easy-to-use infusion technology that does what it's supposed to, when it's supposed to, in a reliable, secure manner.

Then again, it was designed with nurses, for nurses. And who knows better than you how to make your job more peaceful?

[Arrange a Demonstration](#) [Explore Plum Duo](#)



Experience truly enlightened infusion technology  
www.icumed.com/Nursing-Nirvana

## Designed with clinicians for clinicians to elevate IV performance

Seamlessly combining innovation with familiarity, the Plum Duo infusion pump streamlines medication delivery, helping to ensure precise, accurate dosing and reduce interruptions, all while providing nurses the confidence and freedom to prioritize what truly matters: delivering exceptional care to their patients.

[Arrange a Demonstration](#)



### Gain added versatility with dual-channel design

This two-channel infusion pump can concurrently deliver up to four compatible medications at independent rates with a single pump.



### Empower confidence with an intuitive, modern interface

Plum Duo's smartphone-like interface helps guide users through setup and programming while streamlining complex tasks. Intuitive on-screen cues reinforce safety limits, facilitating a stronger connection from pharmacy to the bedside.



### Access critical information at a distance, at a glance

The vibrant, ten-inch high-definition display is protected by durable, easy-to-clean Corning® Gorilla® Glass\* and presents clear, legible data, even in the most challenging lighting conditions.

\* Corning and Gorilla are registered trademarks of Corning Incorporated.

[Learn more about truly enlightened infusion technology.](#)

<p>Dual-Channel Large Volume Pump <b>Plum Duo™</b></p> <p>Clinician-driven, dual-channel design that blends ease of use with proven Plum 360 medication delivery and safety.</p>	<p>Infusion Safety Software <b>LifeShield™</b></p> <p>Cutting-edge unified software that fosters seamless collaboration, rapid data access, and operational efficiency.</p>
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Jump to...

## You are entering a state of Eupharmia.

Introducing the ICU Medical IV Performance Platform: a tranquil approach to infusion medication mastery. Consisting of the Plum Duo™ infusion system with LifeShield™ IV collaboration software, this truly enlightened product elevates drug library management to a whole new level.

This cloud-based system provides enterprise-wide connectivity so pharmacists can easily access infusion data no matter where they are—for faster action and continuous improvement. We also built more functionality into drug library management so you can meet the requirements of different use cases, depending on your practice or facility type.

Of course, you should expect nothing less—the system was built with pharmacists, for pharmacists. And who knows better than you how to make your job more peaceful?

[Arrange a demonstration](#)

Learn more about truly enlightened infusion technology.

<p>Dual-Channel Large Volume Pump <b>Plum Duo™</b></p> <p>Clinician-driven, dual-channel design that blends ease of use with proven Plum 360 medication delivery and safety.</p> <p><a href="#">Learn more</a></p>	<p>Infusion Safety Software <b>LifeShield™</b></p> <p>Cutting-edge unified software that fosters seamless collaboration, rapid data access, and operational efficiency.</p> <p><a href="#">Learn more</a></p>
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### Arrange a demonstration

Enter your details into the following form.

Name \*

Organization/Hospital \*

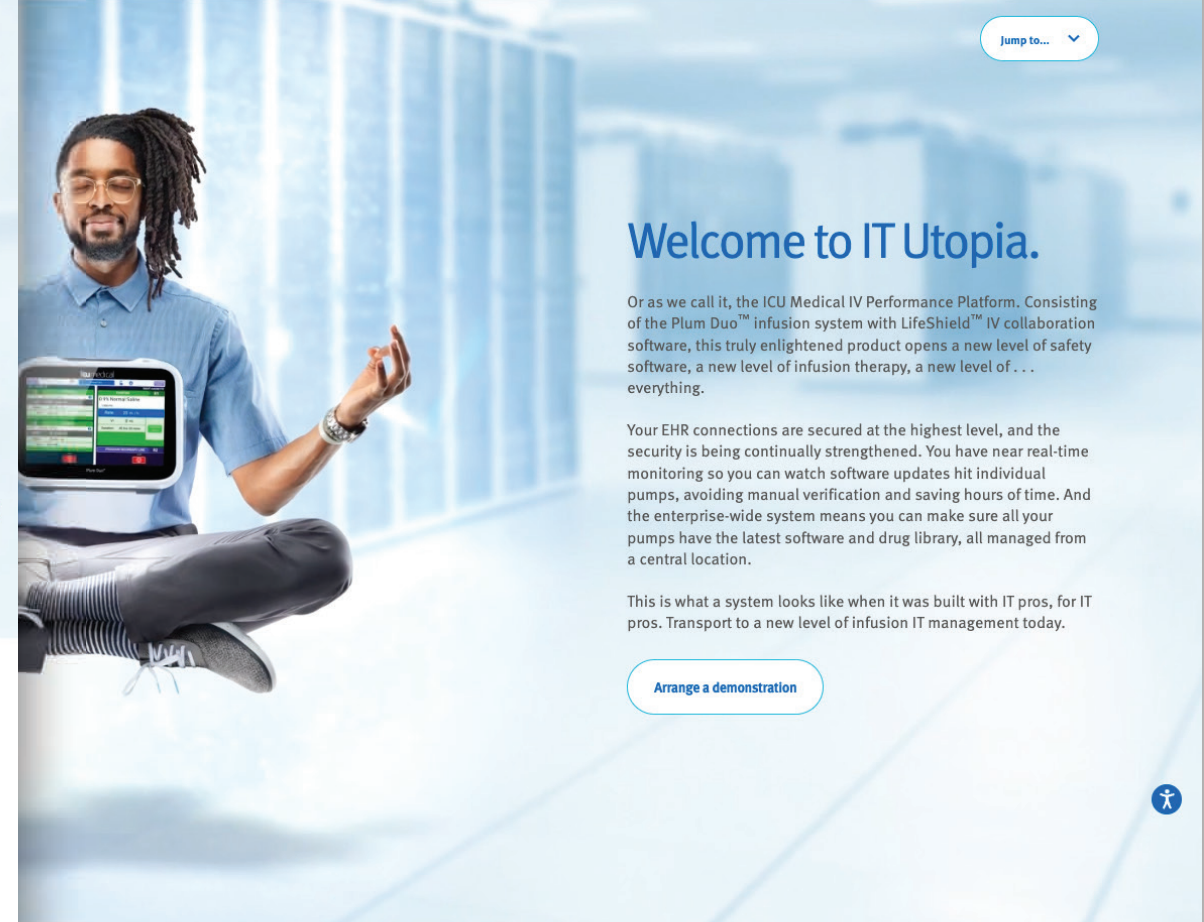
Title \*

City \*

State \*

Email \*

Phone Number



Jump to...

## Welcome to IT Utopia.

Or as we call it, the ICU Medical IV Performance Platform. Consisting of the Plum Duo™ infusion system with LifeShield™ IV collaboration software, this truly enlightened product opens a new level of safety software, a new level of infusion therapy, a new level of... everything.

Your EHR connections are secured at the highest level, and the security is being continually strengthened. You have near real-time monitoring so you can watch software updates hit individual pumps, avoiding manual verification and saving hours of time. And the enterprise-wide system means you can make sure all your pumps have the latest software and drug library, all managed from a central location.

This is what a system looks like when it was built with IT pros, for IT pros. Transport to a new level of infusion IT management today.

[Arrange a demonstration](#)

<p>Dual-Channel Large Volume Pump <b>Plum Duo™</b></p> <p>Clinician-driven, dual-channel design that blends ease of use with proven Plum 360 medication delivery and safety.</p> <p><a href="#">Learn more</a></p>	<p>Infusion Safety Software <b>LifeShield™</b></p> <p>Cutting-edge unified software that fosters seamless collaboration, rapid data access, and operational efficiency.</p> <p><a href="#">Learn more</a></p>
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Name \*

Organization/Hospital \*

**3 Million+**

Impressions

**11,000+**

Landing page visits

**Most importantly,  
our advertising generated**

**1,000s**

of Marketing Qualified Leads

**Dozens**

of Sales Qualified Leads  
and product demonstrations

**Huge results for  
a multi-million-dollar  
system purchase.**

