



BRAIN NAVI

Brain Navi Biotechnology, which is based in Taiwan, is dedicated to developing innovative navigation and robotic techniques for surgeons to improve the accuracy of streamlined surgical procedures and reducing learning curves.

Collaborating with doctors, researchers and developers, Brain Navi Biotechnology combines technical and clinical application experience to develop medical equipment that are driven by demand.

Website: <https://brainnavi.com/>



The Challenges & Solutions

- In July 2020, Taiwanese MedTech start-up Brain Navi developed its Nasal Swab Robot (NSR) that conducts swab tests automatically and autonomously to prevent the risk of cross-infection of medical staff during the COVID-19 pandemic.
- While the news was well-covered in Taiwan, Brain Navi also wanted to share the timely and relevant development in the fight against COVID-19 around the world as quickly as possible.

The Solutions

- **Optimized media pick-ups across a wide range of media outlets around the world**, especially those from the **medical/healthcare industry**.
- Brain Navi enlisted the expertise of PR Newswire to distribute its press release, **Brain Navi Develops New Robot Performing Nasal Swab Tests to Prevent Cross Infections** to an extensive network of media outlets around the world.
- With the press release syndicated to media outlets globally, the **online search visibility** of 'Brain Navi' and 'Nasal Swab Robot' received a boost. Through the distribution of press releases, Brain Navi also managed to **secure some earned media coverage from overseas media**.



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The Result

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PR Newswire

- Attract new audiences through PR Newswire's **online syndication network** and media partners, both pieces of news were picked up by **370+ online media outlets** around the world. Key media include **Financial Times, Yahoo! Finance, Pharma Boardroom, Bio Space and Asia Pacific Biotech News.**
- Gain earned media coverage in medical news sites such as **Medgadget, HospiMedica, Mobi Health News and Healthcare IT News.**
- Evaluate communications results via PR Newswire's **comprehensive report** – a robust reporting tool that provides detailed information on the media outlets that picked up the press releases and distribution analytics to evaluate the campaign's results.





“PR Newswire has played an integral part in helping us gain media coverage for our company’s first international press release. The wide media pick-ups and coverage has expanded our brand awareness overseas. We are thrilled to have received several interview opportunities from overseas media and have gotten queries on distributing the nasal swab robot in South America, South-east Asia and Japan.”

-Dr Jerry Chen, CEO, Brain Navi Biotechnology

Talk to us



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