

# CASE STUDY

## Law Firm Uses Video to Showcase Pharmacy Thought Leadership

**FISHERBROYLES**<sup>®</sup>  
A LIMITED LIABILITY PARTNERSHIP



**Anthony Calamunci, Esq.**  
Partner



**Brian Dickerson, Esq.**  
Partner

### OVERVIEW

FisherBroyles is a full-service law firm whose partners have expertise in many areas of practice, including health and pharmacy law. To maximize efficiency, responsiveness, and value, their Law Firm 2.0(R) business model aligns the interests of clients with partners who have the most relevant expertise. They work to identify and eliminate the inefficiencies of the traditional law firm model.

The health and pharmacy law group within FisherBroyles is actively involved in industry organizations and are frequent lecturers to industry groups, working diligently to remain at the forefront of developments in health and pharmacy law. The firm takes pride in their partners' depth of knowledge and experience representing pharmacies, pharmacists, health systems and providers, drug wholesalers, technology companies, and more. While FisherBroyles has utilized numerous marketing efforts to showcase their expertise in the health and pharmacy market, they lacked video content and needed a visual solution to educate the market.

Video is a powerful digital marketing tool that delivers engaging, persuasive, and dynamic content, maximizing audience education and engagement. It is estimated that video content will represent 74% of all Internet traffic in 2017. Anthony Calamunci, Esq., Partner at FisherBroyles, knew the firm needed a way to seamlessly integrate video into their marketing strategy, capitalizing on the benefit of visual content ahead of other law firms in the market.

### THE CHALLENGE

FisherBroyles has a lot of name recognition; however, obtaining visual exposure in the health and pharmacy market was difficult. Educating the industry on pharmacy law and the FisherBroyles brand as thought leaders is crucial to the firm.

Before investing in RXinsider's Thought Leader Series, FisherBroyles did not have any video content to promote within the health and pharmacy market.

*"[Prior to having video content], we were showcasing the firm as a thought leader in pharmacy law through weekly and biweekly email alerts to the industry - to a database of contacts we've acquired through our marketing and networking efforts,"* said Anthony J. Calamunci, Esq., Partner, FisherBroyles.

*"Law firms don't traditionally use videos as well as other businesses. Video content is the next wave of marketing, and FisherBroyles will follow through with that with our Thought Leader Video Series."*

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“Our ultimate goal with RXinsider's Thought Leader Video Series is to get more visual exposure in the pharmacy market. In a [meeting] in Miami, I had individuals talking to me about our Thought Leader Video Series - they had already received and watched the videos.”



**Anthony Calamunci, Esq.**  
Partner



FisherBroyles

FisherBroyles' goal is to gain more exposure in the health and pharmacy market through video, and ultimately, RXinsider's Thought Leader Series. RXinsider's Thought Leader Video Series are informative video series comprised of multiple interviews with thought leaders throughout the pharmacy profession.

## THE DECISION

After meeting with an RXinsider representative at a pharmacy industry trade show and being introduced to their Thought Leader Series offering, Calamunci knew this was FisherBroyles' opportunity to get involved in video marketing.

RXinsider's Thought Leader Series provides professionally produced video content that supports a company's marketing plan, allowing for sales teams to tell a story in an exceptional way with a hands-off creation process for marketing departments.

*"I had to absorb how the Thought Leader Series would be utilized and promoted by RXinsider,"* said Calamunci.

Deliverables for RXinsider's Thought Leader Series include:

- Filming session at a national trade show
- One full-length interview video (approx. 15 minutes)
- 12 videos (approx. 90 seconds each)
- One video portfolio
- One quarter-page display ad in a 20Ways publication
- Continuous promotion throughout RXinsider's B2B Ecosystem

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The filming for FisherBroyles' Thought Leader Series occurred at the 2016 ASHP Midyear Clinical Meeting & Exhibition. Partners Anthony Calamunci and Brian Dickerson, Esq. served as the firm's thought leaders, filming with RXinsider's video production team for approximately one hour.

Calamunci expressed that filming FisherBroyles' Thought Leader Series at ASHP Midyear worked out well. Having never attended the trade show before, it provided the opportunity to expand their knowledge of the hospital pharmacy industry. It was convenient for the firm to assess the hospital pharmacy market while committing under one hour of their time to the filming of a Thought Leader Series.

## THE RESULTS

The RXinsider video production team delivered 13 videos to FisherBroyles, in what Calamunci believes to be a reasonable timeline, about one month. The health and pharmacy law group were pleased with how the videos turned out.

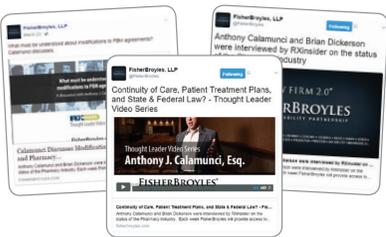
The Thought Leader Series provides the FisherBroyles team with content they can use all year long. According to Calamunci, the firm wanted to use RXinsider's Thought Leader Series as a

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Partner



test model for the use of video content. As it has been a good test model thus far, the company is considering creating more video content in the future.

FisherBroyles is getting their Thought Leader Series videos out through their weekly and biweekly email alerts, their social media channels, and their website blog posts. While law firms are not typically using video content as well as other types of businesses, FisherBroyles is on the forefront, using their Thought Leader Series videos to pave the way.

FisherBroyles' partners within the health and pharmacy law group are utilizing the Thought Leader Series videos as well. Partners at the firm are dealing with mail order issues, questions on how to handle Civil Investigative Demand (CID) letters, and various situations their clients are experiencing. It has been helpful for partners to address their clients' questions and concerns by sending them the Thought Leader Series videos on those topics.

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FisherBroyles Thought Leader Series videos are being noticed within the industry. While attending a meeting in Miami, Calamunci was approached by numerous individuals there who had seen the video content.

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Calamunci believes RXinsider has enacted a great plan for the roll-out of FisherBroyles' Thought Leader Series. Since the video content was released, he is receiving 150-200 views on LinkedIn daily, which he attributes as likely from the firm's Thought Leader Series videos. Other organizations within the health and pharmacy industry are finding FisherBroyles' Thought Leader Series video content useful as well; for example, the American Pharmacy Purchasing Alliance (APPA) has added the firm's video on modifications to PBM agreements to their company YouTube channel.

## THE CONCLUSION

The Thought Leader Series is constantly getting the FisherBroyles name and brand out to the market. Calamunci believes there is branding value in being thought leaders in pharmacy law. The firm is discussing creating a separate health and pharmacy identity within the firm; this will be very video-intensive and will certainly utilize the Thought Leader Series content.

FisherBroyles is currently considering purchasing additional Thought Leader Series video packages from RXinsider, on different topics within health and pharmacy law. Calamunci believes video content is the next wave of marketing, and FisherBroyles will follow through with that.

# Thought Leader Video Series

**Brian E. Dickerson, Esq.**  
Partner

**RXINSIDER**  
Thought Leader Video Series

**Anthony J. Calamunci, Esq.**  
Partner

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Thought Leader Video Series

FisherBroyles.com

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## What are the pharmacy experts saying?

RXinsider's Thought Leader Video Series are informative video series comprised of multiple interviews with thought leaders throughout the pharmacy profession. Explore niche subject matter and gain insight through hundreds of thought leader videos hosted on RXinsider.com.

For information, contact our sales team.



RXinsider  
800.972.2083  
sales@RXinsider.com  
RXinsider.com  
1300 Division Road, West Warwick, RI 02893

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