

Advanced Wound Care Nurture Email Campaign

HALYARD* | Owens & Minor | 2025

Role: Campaign Strategy, Copywriting, Marketing Automation (Salesforce/Pardot)

Deliverables: 5-Email Nurture Sequence, Lead Scoring Framework, Campaign Analytics

The situation

HALYARD* launched a new Advanced Wound Care portfolio — Multi-Layer Silicone Foam Dressings, Alginate Dressings, Gelling Fiber Dressings, and Sacral Foam Dressings — and the company needed a way to nurture the leads that were coming in. Prospects were requesting samples through paid ads on third-party websites, at tradeshow booths, and directly from the HALYARD* website. The samples were going out, but there was no follow-up system. No sequence to educate the prospect after they opened the box. No mechanism to move them from “I tried a sample” to “I want to talk to a rep.”

This was the company’s first email nurture campaign. Nothing like it had been built before — not the content, not the automation, not the lead scoring. Everything had to be created from scratch.

What I built

The email sequence. I designed and wrote a 5-email nurture sequence with a deliberate arc. Email 1 is the warm welcome, it acknowledges the sample request, introduces the full AWC portfolio, and sets expectations for the series. Email 2 spotlights the Sacral Foam Dressing with an embedded product video, leaning into visual content to drive engagement. Email 3 goes deeper on the Silicone Foam Dressing line, covering both bordered and non-bordered options with clinical context. Email 4 brings in a key opinion leader — Catherine Milne, APRN, CWOCN-AR, WOCNF — to provide third-party clinical credibility and frame the product benefits through the lens of a wound care expert. Email 5 closes the sequence with a summary and direct CTA to connect with a rep.

Each email was designed to move the prospect one step closer to a sales conversation, not to make the sale itself. The tone is educational and consultative, consistent with the HALYARD* brand voice, with escalating CTAs that shift from “visit our website” to “want more product info?” to “have a rep contact me” to “let’s talk.”

The system behind it. Beyond the copy, I worked with our internal lead generation specialist and an external partner to build the backend infrastructure in Salesforce and Pardot. That included the trigger logic (what initiates the sequence), the cadence (timing between sends), the lead scoring model (how engagement signals like opens, clicks, and CTA responses translate

into sales-readiness scores), and the integration between the two platforms. For a company that had never run a nurture campaign, this was content work, as well as building the plumbing that makes automated email marketing possible.

Results

The campaign outperformed both the industry benchmark and internal averages across key metrics:

Metric	Email 1	Email 2	Email 3	Email 4	Email 5	Industry
Open Rate	33.0%	27.3%	22.1%	26.4%	25.5%	19.7%
Click Rate (CTR)	2.5%	3.7%	2.3%	2.5%	1.4%	2.7%
Click-to-Open (CTOR)	7.7%	13.4%	10.3%	9.6%	5.5%	5.8%*

**Internal O&M Halyard average (2024–2025). Green highlighting indicates metrics that exceeded the industry benchmark.*

The standout: Email 2 (the Sacral Foam Dressing video email) hit a 13.4% click-to-open rate, more than double the internal company average of 5.8%. The embedded video was a deliberate choice: wound care clinicians respond to visual demonstrations of product performance in ways that copy alone can't replicate. That insight is informing how I'm structuring the next iteration of the campaign.

Open rates beat the industry benchmark (19.7%) on every email in the sequence. All five emails exceeded 22%, with Email 1 peaking at 33%. For a first-ever nurture campaign sent to a mix of tradeshow leads, paid ad responders, and website sample requests, that's a strong signal that the subject lines and sender strategy were working.

What's next

Based on the performance data, I'm currently reworking this campaign into a broader Skin Health Continuum of Care email sequence that showcases the entire HALYARD* skin health portfolio, not just Advanced Wound Care. The expanded campaign will apply the lessons from this first run: lead with video where possible, bring in clinical voices for credibility, and structure the sequence around escalating engagement rather than a flat product tour.

Why this project matters

This was the company's first nurture email campaign: first content, first automation, first lead scoring. I didn't just write emails; I helped build the infrastructure that makes automated lead nurturing possible at Owens & Minor. The role spanned content strategy, copywriting, and marketing operations, working across internal teams and external partners to stand up a system that didn't exist before. The results validated the approach, and the campaign is now serving as the template for how the company builds email nurture programs going forward.

Attached: Campaign Performance Data (XLSX) | Full email designs available upon request

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