



Media Report November 2022

Executive Summary

- Zen's engagement with the Vattikuti Foundation began by creating a 3 week plan to promote the Vattikuti Foundation "Humans at the Cutting Edge of Robotic Surgery" symposium and award ceremony in Miami.
- The goal of our public relations and social media initiative was to spread brand awareness and encourage up and coming robotic surgeons to apply to the annual Robotic Surgery Competition.
- Zen developed pitches for event promotion including local and national media outreach.
- Zen contacted each hospital affiliated with the honorees and guests of the award ceremony.
- Upcoming coverage includes mentions from both Henry Ford Health System and Mount Sinai Miami on their respective social media channels.

Key Terms

- **Placements:** The number of media sources that published information from the press release. These placements can be in the form of a newspaper, magazine, online article, broadcast, or any other media outlet.
- **Reach:** The total potential number of people who see or interact with a press release pick-up or piece of coverage.
- **Total Engagement:** This number shows the amount of times a news link was clicked on, linked, shared, or 'engaged with' on social media platforms tracked.

Vattikuti Foundation Press Release Coverage

Media List Curation &
Pitching

Press Release Distribution

Press Release
Coverage Reporting

Pitched **120 media**, including:
Local Miami and Detroit Broadcast TV/Web/Radio Stations, all corresponding hospital organizations represented by honorees, and attendees.

Global Robotic Surgery Conference Set for Miami

NEWS PROVIDED BY
Vattikuti Foundation →
Nov 14, 2022, 10:00 ET

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To date, PR activity has resulted in **296** press release pickups in outlets including: [Yahoo! Finance](#), [AP News](#), [Seeking Alpha](#), [Morningstar](#), and [Benzinga](#).

Total Potential Reach:
232.8 Million

Social Analytics: Pre-Event Post #1

Instagram Post:

Impressions: 44

Reach: 41

Interactions: 2

Engagement Rate: 0.81%

(average 0.067%)

LinkedIn Post:

Impressions: 1,391

Interactions: 33

Engagement Rate: 2.18%

(average 3.16%)

Facebook Post:

Impressions: 83

Reach: 80

Interactions: 2

Engagement Rate: 0.01%

(average 0.064%)

Twitter Post:

Impressions: 824 Interactions:

66

Engagement Rate: 4.45%

(average 0.037%)



Social Analytics: Pre-Event Post #2

Instagram Post:

Impressions: 103

Reach: 94

Interactions: 6

Engagement Rate: 2.44%

(average 0.067%)

LinkedIn Post:

Impressions: 1,580

Interactions: 32

Engagement Rate: 6.2%

(average 3.16%)

Facebook Post:

Impressions: 164

Reach: 156

Interactions: 3

Engagement Rate: 0.01%

(average 0.064%)

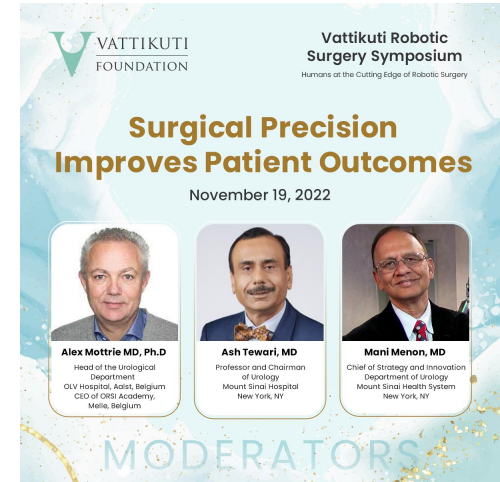
Twitter Post:

Impressions: 1,700

Interactions: 94

Engagement Rate: 6.35%

(average 0.037%)



Social Analytics: Pre-Event Post #3

Instagram Post:

Impressions: 64

Reach: 56

Interactions: 1

Engagement Rate: 0.41%

(average 0.067%)

LinkedIn Post:

Impressions: 379

Interactions: 7

Engagement Rate: 1.36%

(average 3.16%)

Facebook Post:

Impressions: 74

Reach: 69

Interactions: 4

Engagement Rate: 0.01%

(average 0.064%)

Twitter Post:

Impressions: 489

Interactions: 17

Engagement Rate: 1.15%

(average 0.037%)



Social Analytics: Day-Of Post

Instagram Post:

Impressions: 313

Reach: 286

Interactions: 6

Engagement Rate: 2.44%

(average 0.067%)

LinkedIn Post:

Impressions: 807

Interactions: 14

Engagement Rate: 2.71%

(average 3.16%)

Facebook Post:

Impressions: 89

Reach: 83

Interactions: 2

Engagement Rate: 0.01%

(average 0.064%)

Twitter Post:

Impressions: 590

Interactions: 53

Engagement Rate: 3.58%

(average 0.037%)



The image shows a program table for the VATIKUTI ROBOTIC SURGERY SYMPOSIUM 2022. The table is set against a background of blue water with white bubbles and yellow confetti. The table has five columns: Session, Time, Session Name, Moderators, and Presenters. It lists 11 sessions, including breakfast, various robotic surgery topics, and a lunch break. The presenters listed include Verri, Pedraza Sood, Gail, Sakari Petropoulos, Saldanha Sinha, Lopezguz Volpe Malysa, Kazok Piana Kumar, Ramachandran Raja, De'Oglio, Jindal Nayak, Anupama Dattagya Nagarkar, and Martini.

Session	Time	Session Name	Moderators	Presenters
	7:00-8:00am	Breakfast		
1	8:15-9:00am	Surgical Precision Improves Patient Outcomes	Mattie Menon	Verri
2	9:00-9:20am	Robotic Joint Replacement Surgery	Reddy Thadi	Pedraza Sood
3	9:20-9:50am	Colorectal Robotic Surgery	Gorgun Nalamati	Gail
4	9:50-10:20am	Gynecologic Surgery	Adhivola	Sakari Petropoulos
	10:20-10:35am	Break		Saldanha Sinha
5	10:35-11:20am	Partial Nephrectomy in Anomalous Kidneys	Bhandari Badani	Lopezguz Volpe Malysa
6	11:20-12:05pm	What's New in Robotic Kidney Transplant?	Giulianotti Yoshida	Kazok Piana Kumar
7	12:05-12:35pm	Hepatobiliary Robotic Surgery	Giulianotti Yoshida	Ramachandran Raja
	12:35-1:15pm	Lunch		
8	1:35-2:15pm	Recent Advances in Intraoperative Detection of Lymph Node Metastases	Prabodhi Shrivastava	De'Oglio
9	2:15-2:45pm	Robotic Inguinal Lymphadenectomy	Hemal Mahataker	Jindal Nayak
	2:45-3:00pm	Break		
10	3:00-3:30pm	Surgery on the IVC	Gill Volpe	Anupama Dattagya Nagarkar
11	3:30-4:15pm	Radical Cystectomy and Intracorporeal Neobladder	Wilford Gundersi	Martini

Social Analytics: Post-Event Post #1

Instagram Post:

Impressions: 67

Reach: 61

Interactions: 4

Engagement Rate: 1.63%

(average 0.067%)

LinkedIn Post:

Impressions: 570

Interactions: 11

Engagement Rate: 2.13%

(average 3.16%)

Facebook Post:

Impressions: 155

Reach: 148

Interactions: 3

Engagement Rate: 0.03%

(average 0.064%)

Twitter Post:

Impressions: 267

Interactions: 21

Engagement Rate: 1.42%

(average 0.037%)



V VATTIKUTI
FOUNDATION

Humans at the Cutting Edge
of Robotic Surgery
Robotic Surgery Symposium

Social Analytics: Post-Event Post #2

Instagram Post:

Impressions: 57

Reach: 51

Interactions: 3

Engagement Rate: 1.22%

(average 0.067%)

LinkedIn Post:

Impressions: 525

Interactions: 11

Engagement Rate: 2.13%

(average 3.16%)

Facebook Post:

Impressions: 89

Reach: 83

Interactions: 2

Engagement Rate: 0.01%

(average 0.064%)

Twitter Post:

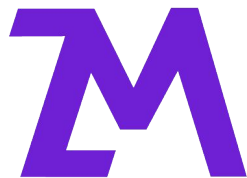
Impressions: 138

Interactions: 7

Engagement Rate: 0.47%

(average 0.037%)





Z E N M E D I A

Thank You

Thank you for the privilege and opportunity to serve you! If you have any questions, don't hesitate to reach out!



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