

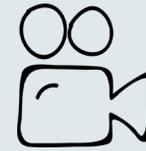


"The Brandlive platform makes me think of every product differently. Because now I look at every product, and am automatically thinking about the product story."

SUE CHEN
FOUNDER AND CEO

Executive Buy-In on Live Video

Sue no longer has to board
70+ planes per year to connect
with NOVA's retailers.



Disrupting the Healthcare Industry

Sue Chen founded NOVA Medical in 1993 as a way to sell stylish medical equipment directly to retailers. As NOVA continued to grow, Chen wanted to more seamlessly communicate with her network of buyers and 70+ employees, but felt that the medical industry had yet to grasp more modern means of streamlined communication.

In 2016, Chen began to use Brandlive as NOVA's primary connection tool, utilizing **video as a means to restructure the company's communication strategy from the top down.**

"As a CEO, when you're bogged down and don't have a lot of time, you have to have a platform to be able to connect," she said.

NOVALive!

Before long, Chen created "NOVALive!" to reach her audiences, made up of four different Brandlive channels:

- NOVA U:** Training sessions for nationwide retailers
- NOVA Deep Dives:** In-depth product overviews for customers
- NOVA Scoop:** Meetings with internal employees (while they enjoy some ice cream!)
- NOVA Specials:** Special deals for partners, sales specific information, etc.

Using Brandlive has made it possible for Chen to reach NOVA's retailers directly without leaving her office, affording her more time to focus on educating and inspiring. Chen even changed her acronym of CEO from Chief Executive Officer to Chief Education Officer, fully embodying NOVA's new stance on product training and company communications.

"Brandlive has made me a better educator and CEO. **We really do believe we are leaders because we have this platform - and we're just getting started,**" said Chen.