

American Society of Plastic Surgeons & Plastic Surgery Foundation

National Breast Implant Registry (NBIR) Awareness Campaign

THE SITUATION:

In early 2019, the FDA convened a hearing on breast implant safety and emphasized that participation in the National Breast Implant Registry (NBIR) is needed more than ever. The Plastic Surgery Foundation has developed the NBIR in collaboration with the FDA and breast implant device manufacturers to strengthen the post-marketing surveillance infrastructure for current and future breast implant devices in the United States.

OUR SOLUTION:

Zeller was asked to establish new branding for NBIR and develop a comprehensive marketing plan. According to the client, less than 300 sites had completed registration, and of those sites, only a little over 100 were entering data into the registry. We developed the theme “it matters,” featuring photos of surgeons who support NBIR. The ultimate goal is to be direct with how NBIR can benefit the specialty. This message has been implemented across email, print, booth graphics and more.

THE RESULT:

Zeller met the campaign objectives by generating massive awareness through strong brand development. Registration numbers continue to rise and data entry goals are being met.

NBIR
NATIONAL BREAST IMPLANT REGISTRY

Identifying implant safety signals early?

"It matters to me."

John Kim, MD, FACS
Plastic and Reconstructive Surgeon

The National Breast Implant Registry (NBIR) is a central repository of breast implant data created to help plastic surgeons and breast implant manufacturers identify trends and other information that can be used to improve the safety of breast implants.

- You can register in minutes, automatically create a user-friendly dashboard for your practice and then enter your cases.
- We also make it easy to add "designated users" at your office to enter data on your behalf.
- Download the NBIR barcode scanner from the Apple App Store or Google Play Store and simultaneously fulfill your device tracking requirements by participating in the NBIR.

Register today at ThePSF.org/NBIR.

Advancing the innovation and safety of breast implants.

"It matters to me"

Debra J. Johnson, MD
Surgeon and
CPRP Registered Consultant in Charge

Monitoring safety protects your patients and our specialty.

That's just one of the reasons why The Plastic Surgery Foundation has established the National Breast Implant Registry (NBIR) in collaboration with the FDA and breast implant device manufacturers. When you participate, you'll be helping your peers and manufacturers demonstrate the safety of device.

The NBIR is a prospective, non-interventional, population based, outcomes and safety surveillance registry and quality improvement initiative. By registering today you'll help strengthen the post-marketing surveillance infrastructure for current and future breast implant devices.

LEARN MORE AND REGISTER NOW

"Thanks, Joe and team!
The content you sent is exactly what we are looking for to share with the steering committee and others."
—Senior Communications Associate