

# Sponsored Content Articles with Labroots

Utilize Our Trending News Section

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## Streamlining the Diagnosis of Bloodstream Infections: Opportunities for Improvement

SPONSORED BY: bioMérieux

There are many challenges facing our healthcare system today, but sepsis is undeniably one of the most significant. Sepsis is always considered a medical emergency, and it is the leading cause of death in hospitals, with 270,000 people dying from sepsis each year – more than breast cancer, prostate cancer, and opioid overdoses combined.<sup>1</sup> And, in patients with septic shock, mortality has been shown to increase by 7.6% for every hour delay of initiation of appropriate antibiotics.<sup>2</sup>

As the name suggests, bloodstream infections occur when bacterial or fungal infections are present in the blood. Though many types of infection can cause sepsis, bacterial infections cause sepsis most often.<sup>3</sup> The most frequently identified pathogens that develop into sepsis include *Staphylococcus aureus*, *Escherichia coli*, and some types of *Streptococcus*.<sup>1</sup> With every minute being of the essence when treating patients with suspected or known sepsis, it is critical that healthcare teams be able to streamline the diagnosis of bloodstream infections to provide appropriate care quickly.

**CONTENT TAGS**

- SAMPLE MANAGEMENT
- DISEASE PREVENTION
- LAB TESTING
- BLOOD CULTURE
- PATHOGEN
- ANTIMICROBIAL STEWARDSHIP
- MEDICAL LABORATORY

**TRENDING CATEGORIES**

- Coronavirus
- Health & Medicine
- Clinical & Molecular DX
- Immunology
- Cardiology
- Cancer
- Cell & Molecular Biology
- Genetics & Genomics
- Microbiology
- Neuroscience
- Drug Discovery & Development
- Plants & Animals
- Cannabis Sciences
- Earth & The Environment
- Space & Astronomy
- Chemistry & Physics
- Technology
- Infographics
- Videos

Sponsored Content Article

## So what exactly do I get?

A Sponsored Content Article with Labroots includes all of the necessary items for you to launch a successful article and analyze its performance. A Sponsored Content Article includes the following:

- **1 article** (provided and written by you) shared on the Labroots Trending News pages, with detailed company information shown as the “author,” and up to 8 dofollow in-article links
- Distribution in the Labroots’ General newsletter and 3 **category-specific email newsletters**
- Distribution on Labroots main social media pages as well as 3 **category-specific social media pages**
- Article housed on Labroots’ website
- **Detailed report** sharing article views, likes, shares, email newsletter dates, and social media promotion links

Do you have an engaging article showcasing your company’s newest product? Or maybe there’s a major company announcement that you’d like to share with the world?

## You’ve come to the right place.

Sponsored Content is a great way to showcase your article to the entire Labroots’ database of users through the website’s Trending News section. Easy as can be, and effective in delivering your message to a targeted scientific community.

### Sponsored Content Selection Form

Utilize the 4 million registered Labroots users by sharing an article, written by you, in the Trending News section of the website.

DETAILS COMPANY INFORMATION **CATEGORY SELECTION** SPONSORED POST CONTENT CONFIRM

Choose 3 Trending Categories to share and promote your sponsored content.

Choose Category Page 1: Health & Medicine

Choose Category Page 2: Health & Medicine

Choose Category Page 3: Health & Medicine

BACK NEXT

Sponsored Content Selection Form

## Let’s dive into the process a bit more...

Upon your decision of going forward with a Sponsored Content Article, a member of the Labroots team will provide you with a comprehensive [Sponsored Content Selection Form](#). Simple and straightforward to follow, the form will collect all of the necessary information to deploy an article in Labroots’ Trending News section (article and social copy, featured imagery, category selection, etc.).

Once the form is received, and everything looks good (from a viewership perspective), a Labroots team member will create an article draft for your review (within 1-3 days). The article draft will be provided to you via a specific article link, so you can see exactly what your Sponsored Content will look like once deployed. Once approved, the article will be pushed live on the mutually decided date.

## So who is going to see my trending news article?

Leave this to Labroots, after all, it is our specialty. Your Sponsored Content Article will be pushed live directly on Labroots' Trending News section of the website for our 4.1 million registered members to view. Aside from user reach, you will also gain viewership through category-specific social media posts and email newsletters.

You may be wondering what we mean by category-specific, but we mean exactly that! Choose 3 categories from 16 in total that fall within your desired target audience. Once selected, your Sponsored Content Article will be distributed through the corresponding category-specific social media channels and email newsletters. This ensures your article will be viewed by the audience of your choosing.

## Results

With such a targeted audience, you may be wondering what kind of viewership your Sponsored Content Article with Labroots will generate. A detailed report including article views, likes, and shares will be provided to you upon completion of the article's promotional period. The report will also provide you with direct social media links to the promotions, and a list of the category newsletters (and dates) the article was included on.

Don't worry, our average viewership speaks for itself...

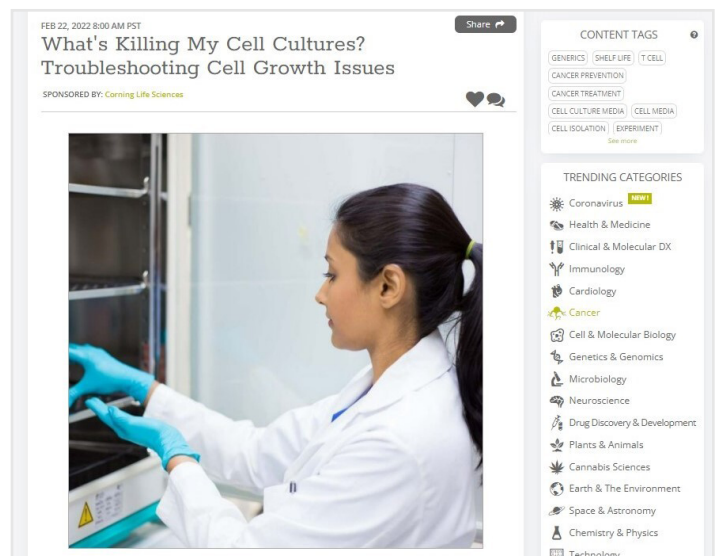
# Average Views: 805

## Still unsure if a Sponsored Content Article is for you?

Still on the fence? Not sure if your article's topic will generate viewership? The Labroots team is eager to help you optimize your sponsored article, and are happy to answer any questions you may have along the way.

Check out our [Tips for Successful Sponsored Content Articles with Labroots](#) for more information, and our various [Digital Advertising offerings](#) that all allow you to target your desired audience.

Sponsored Content Selection Form



Sponsored Content Article