

Lifting the Load

Special Report Landing Page

Lead-capture page for EMS leaders evaluating lifting injury risk, powered stretchers, and fleet safety.

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Speculative Portfolio Sample



Portfolio disclosure: fictional landing page sample created to demonstrate lead-generation copy. Evidence claims are sourced in the reference notes.

Lead-capture landing page for an EMS special report

This sample shows how a MedTech manufacturer could promote a special report on powered stretchers, load systems, and lifting-related MSD risk. The page is designed to capture the reader’s contact information before the report does the deeper education work.

Audience EMS leaders involved in provider safety, fleet planning, equipment selection, and injury-reduction strategy.	Funnel role Early-stage lead capture. The page sells the value of reading the special report, not a demo or product consultation.
Primary action Submit the on-page form to receive the special report. Name and email are required; phone and title are optional.	Strategic constraint The page keeps one action and avoids jumping ahead to a product-specific sales conversation.

Copy assignment

Create a concise lead-generation page that makes the operational cost of lifting injuries visible and motivates EMS leaders to request the special report. The copy should be credible, field-aware, and focused on one conversion action.

What the sample demonstrates

- Translating a clinical/ergonomic topic into operational language EMS leaders recognize.
 - Maintaining a single conversion goal while still providing proof and practical context.
 - Using field-specific EMS language: crews, EMTs, lift, load, transfer, and floor-to-stretcher.
 - Keeping the opt-in form appropriate for an early-stage educational offer.
- Portfolio note**

The landing-page mockup on the following pages is presented as a web-style sample inside the portfolio shell. It is not meant to showcase graphic design; it is meant to show offer framing, copy hierarchy, form friction, proof placement, and lead-capture strategy.



clearpathdiagnostics.com/lifting-the-load

FREE SPECIAL REPORT FOR EMS LEADERS

Reduce EMS lifting injury risk before it becomes a staffing problem

When lifting injuries take EMS crews out of service, the cost spreads quickly. It shows up in overtime, modified duty, workers' comp exposure, and lost field capacity.

This special report shows how powered stretchers and load systems help EMS leaders move past training-only prevention. It also explains how engineering controls can reduce injury risk during the hardest lifting and loading tasks.

SPECIAL REPORT

Lifting the Load

How Powered Stretchers and Load Systems Reduce MSD Risk in EMS



EMS Provider Safety | Fleet Planning | Injury Reduction

Learn why training alone cannot reliably control high-force lifting risk.

- ✓ Where the highest-force lifting and loading tasks tend to occur
- ✓ How powered stretchers and load systems fit into the hierarchy of controls
- ✓ What EMS leaders should consider before choosing powered systems for the fleet
- ✓ How injury reduction can affect staffing, overtime, and budget pressure

78%

Includes published EMS evidence showing a 78% reduction in stretcher-related MSD injuries after powered stretcher and load-system implementation.

Send me the special report

Name *

Email address *

Phone number (optional)

Title / role (optional)

Privacy note: We will use this information to send the special report. We may also send related follow-up about EMS lifting-risk reduction. No product evaluation is required.

Patient lifting injuries create operational drag

EMS crews lift, load, transfer, and reposition patients under conditions that rarely match the training room.



Tight spaces



Uneven ground



Bariatric calls



Fatigue



Time pressure



Repeated transports

The question is not whether crews need more reminders to lift correctly.

The question is whether the system can reduce injury risk during the highest-risk tasks before more EMTs get hurt.

Inside the special report, you'll see:

- ✓ Where the highest-force lifting and loading tasks tend to occur
- ✓ How powered stretchers and load systems fit into the hierarchy of controls
- ✓ What EMS leaders should consider before choosing powered systems for the fleet
- ✓ How injury reduction can affect staffing, overtime, and budget pressure

Evidence-based, operationally grounded

This special report connects published EMS injury data to real fleet planning decisions. It reviews how powered systems reduce the physical demand of repeated high-force tasks.

78%

In one published EMS study, stretcher-related MSD injuries fell 78% after powered stretchers and load systems were put in service.

Ready to reduce lifting-risk exposure before more EMTs get hurt?

Send Me the Special Report

Why this works

One clear action The page asks for one behavior: submit the form to receive the special report. The lower CTA repeats the same action rather than adding a second offer.	Buyer stage match The copy promotes an educational asset before asking for product-specific information. That keeps the ask appropriate for early-stage EMS leaders.
Operational pain The opening connects lifting injuries to overtime, modified duty, workers' comp exposure, turnover, and field capacity.	Default objection addressed The copy directly challenges the likely objection that better lifting reminders or training alone can control high-force lift risk.
Low-friction form Name and email are required. Phone and title are optional, which keeps the opt-in aligned with a special report download.	Proof without overclaiming The 78% injury-reduction data point is visible, but the page still sells the value of reading the report instead of making a product pitch.

Reference notes

1. National Institute for Occupational Safety and Health. Hierarchy of Controls. CDC. Updated April 10, 2024. Accessed June 23, 2026.
2. Armstrong DP, Ferron R, Taylor C, McLeod B, Fletcher S, MacPhee RS, Fischer SL. Implementing powered stretcher and load systems was a cost effective intervention to reduce the incidence rates of stretcher related injuries in a paramedic service. Applied Ergonomics. 2017;62:34-42. doi:10.1016/j.apergo.2017.02.009.

Disclosure This is a speculative portfolio sample. Fictional campaign context is used to demonstrate MedTech lead-generation copy and funnel thinking. External evidence is cited above.
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