

CASE STUDY

BRAND ALIGNMENT, PATIENT EXPERIENCE, MARKETING OPERATIONS, SOCIAL AND CONTENT MARKETING, GROWTH MARKETING, & COMMUNITY BUILDING

BACKGROUND

Company is a global health care services business, five years in business. Company serves customers who have children with feeding tubes by providing weaning services and support once feeding tubes are no longer medically necessary. Their growth had been steady and plateaued after 3 years. Their goal was to double their revenue without increasing their staff or raising their prices.

- Complete brand, marketing, operations, CX, sales and competitive assessment.
- Review of their marketing operations and technology stack to serve clients.
- Creation of key messaging and brand adjustments to more effectively reach their target audience.
- Development of marketing automations and systems to reduce manual work, increase efficiency and reduce clinical team administrative load.
- Improved patient experience for clients so they could easily access resources, get information and reduce repetitive questions to staff.
- Based on findings of brand/messaging audit, creation of new lead funnels and marketing systems to generate additional leads and increase conversion rates.
- Creation and support for a private online community to serve as a resource to potential clients and a retention play with existing clients.

PROBLEM IDENTIFICATION

Having completed a whole discovery process of the organization and understood their goals to grow revenue, we identified these problems in their branding, marketing operations and customer experience that hindered them from reaching their revenue goal.

Identification of Opportunities



Misaligned Brand Messaging

The way the organization spoke of its services and how the target clients spoke of the services were misaligned entirely, thus rendering their messaging less than effective in driving sales.



Manual Marketing Operations Process

The goal to double clients without doubling staff required a more efficient and predictable workflow. 100% of processes were done manually in client services and fulfillment.



Lead Generation and Sales Gaps

Client relied on one channel for sales and had no follow-up plan for those who did not purchase immediately, leaving the pipeline clogged with old leads that went nowhere.



No Patient Experience Strategy

Doubling clients without increasing staff required a simple and clean patient experience strategy and self-service options for the clients to access information and communications.



Technology Support Lacking

To make the changes necessary, we needed to implement some technology support to improve accuracy, efficiency, and productivity without pulling the clinical staff into unnecessary work.



ROI on Marketing Strategies

The marketing strategies in place were just running. There was not a robust review or analysis of data, ROI, or impact. In order to maximize investments, we created specific measures.

Impact and Results Achieved

We prioritized our approaches to tackle 1 to 2 projects at a time, starting with alignment of messaging and lead generation. There was an immediate lift in conversions and new leads doubled in the first month from aligning the messaging alone.

Subsequent approaches worked to create a seamless patient experience, automated workflows, and systems to capture and follow up with every lead, resulting in doubled revenue for two years running. We continue to serve clients with “done for you” social media marketing, digital marketing, community engagement, lead funnels and generation and marketing operations support.

40hrs/mo

Admin Time Saved

By automating nearly 90% of their communications, emails, forms, information and standard replies, we saved the administrative at least five full work days per month.

99%

Revenue Growth

Our aligned messaging and lead generation strategies increased revenue by 99% in year one and again in the second year. Ongoing growth has continued through ongoing retainer work.

0 New Staff

Staffing Levels Stayed Same

Although the number of clients more than doubled year over year, the number of staff required to serve them remained the same due to the time savings and efficiencies gained in overall operations.

\$4K

Total Paid Ad Budget/Mo.

Total paid ad budget remained at \$4k/month, with continuous lead generations and multiple new revenue streams for the organization due to the effective alignment of messaging and marketing..



Meet ClarityPX

ClarityPX is a healthcare consulting agency focused on helping rural, critical access, FQHC, regional health systems and single/smaller health and care organizations to grow. Our focus is on marketing and branding, marketing operations, patient experience and employee engagement. We create strong ROI for your marketing that aligns with organizational priorities and delivers results.

In an industry that is constantly tapped for time and short on resources, it is imperative to assess your marketing, brand, and experience strategies to ensure you are getting strong ROI and impact from your investments.

We believe the most remarkable growth comes from operationally sound and aligned brand + experience + culture.

Connect With Us

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Based on more than 35 years combined experience in healthcare marketing, operations, customer service, provider relations, outreach, business development, communications and PR, we bring our lived experience to work for you. Our team has held executive leadership roles in non-profit hospitals and clinics, regional systems, and even in managed care/payor settings.

ClarityPX offers consulting services and “done for you” digital marketing, content marketing, social media marketing, lead generation and funnel creation, and branding/re-branding services to our clients.