

CASE STUDY

Developing and Executing a Campaign to Boost Web Traffic by 85%

OVERVIEW

One of our clients, The Clinician, needed to position their cloud-based, digital care pathways solution, ZEDOC, to tech enthusiasts and skeptics across the healthcare ecosystem.

Strategic Planning & Messaging

Nothing is more niche than the life sciences marketing landscape. That's why it's crucial to structure your messaging around your *unique* products and solutions in the effort to stand out amongst the competition.

At Bracken, we utilize a data-driven approach to craft digital marketing strategies that generate brand awareness and lead generation volumes.

We believe there's no story un-writable, and in fact, the best ones are yet to be written.

Bracken's content, media production, strategic planning and messaging capabilities are ready to put your products and services in the life sciences spotlight.

ABOUT THE CLIENT

Based in Auckland, New Zealand, The Clinician is a global team of medical doctors, health informaticians, data scientists, engineers and project managers driven by the vision of a better future for healthcare.

Their cloud-based platform, ZEDOC, enables care teams to monitor, inform and empower patients along their entire healthcare journey, from the comfort of their own homes.

By enabling timely exchange of important health outcomes, experiences and educational content between clinical visits, The Clinician provides both care teams and patients with real-time, actionable information to improve health outcomes while reducing costs and inefficiencies.

OPTIMIZING DIGITAL CARE PATHWAYS

"Digital Care Pathways" (DCPs) employ digital technologies to follow and support patients through their healthcare journeys.

Through DCPs, the relative ease of collecting health information from patients and making it available to healthcare providers in real time facilitates efficient, shared decision making and more person-centered care. By doing so, providers can provide more informed treatment options, and understand how to optimize 'pathways' for consistently improving care quality. Every stakeholder across the system benefits.

To enable DCPs and net the inherent advantages, organizations require a complete digital solution that can keep patients engaged, healthy, and connected to providers even when they are not physically within a healthcare facility – exactly what The Clinician's ZEDOC platform provides.



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THE BRACKEN SOLUTION, CONT.

The Bracken team and The Clinician collaborated to develop a powerful and convincing story supporting ZEDOC's capabilities. The platform has the power to revolutionize traditional in-person models of care by engaging patients from the comfort of their homes and providing the right data at the right time for care teams.

By enabling a deeper relationship between patients and HCPs, the relative ease and timeliness of virtual encounters reduces stress and complications. Collecting information directly from patients at home and making it available to HCPs in real time allows for shared decision making and care that is patient-centered.

Together, Bracken and The Clinician created an eBook titled, "An Introduction to Digital Care Pathways" that humanized the power of ZEDOC with use-case examples, data, and clear storytelling. A corresponding campaign to promote the eBook and generate leads for The Clinician included a pillar page, press releases, blog posts, and additional content. Organic and pay-per-click (PPC) advertising were leveraged to drive audiences to the eBook and in turn, The Clinician's expertise and other service offerings on the company's website.



THE OUTCOME

The eBook and campaign generated the best sales qualified leads (SQL) Bracken has ever seen in the digital health space! From September – December 2021, The Clinician saw an 85% increase in overall users to their website, a 92% increase in new users, and a 94% increase in sessions. This led to a solid ROI for The Clinician as these qualified leads were converted into tangible sales.