



RelayHealth

CASE STUDY

RIDING THE LEAD GENERATION WAVE

INDUSTRY

Healthcare software and technology

CHALLENGE

Providing meaningful education on upcoming legislation to drive awareness and engagement with qualified leads

SOLUTION

Develop and launch a creativity-driven lead generation campaign to educate and inform the market about RelayHealth's solutions and benefits

Create and launch a lead-gen campaign, including accompanying tagline

EXPERTISE

Digital marketing | Demand and lead generation | Content marketing | Interactive



Healthcare is top of mind for nearly everybody these days. Rising costs passed on to consumers. A mental health crisis brought to the forefront. Evolving legislation and continuous regulatory oversight for providers.

RelayHealth accelerates the delivery of high-quality care and improves organizations' financial performance. Its intelligent network streamlines clinical, financial and administrative communications between patients, providers, payors, pharmaceutical manufacturers and financial institutions.

RelayHealth, a McKesson connectivity business, tasked Arketi Group with driving awareness of its Payor Connectivity Services group. The company wanted to educate its target audience on how it could help them meet ever-changing compliance and regulatory requirements. It also sought increased awareness, leads and sales meetings with senior-level executives.

MEASURING WHAT MATTERS



\$1M

sales pipeline



60+

sales appointments generated



5,000%

campaign ROI

GETTING STARTED

Arketi developed a lead-generation campaign based on New Yorker-style cartoons. The theme Are You Ready for the Waves? centered on a series of legislative changes the healthcare industry was facing, known as 5010 and ICD-10.

The campaign highlighted how RelayHealth's solution could deliver monetary savings through a simplified and streamlined approach to meeting these upcoming requirements.

GET CREATIVE WITH CARTOONS

We constructed a series of cartoons about surviving waves of industry change to inject much-needed humor into the serious conversation around pending legislation. Additional collateral was developed to highlight the timeline of expected legislative changes.

The cartoon cards were sent in three stages, with each mailer containing a personalized letter, the cartoon and collateral. Each mailing included a call-to-action that encouraged healthcare professionals to visit a microsite we created about the new legislation, and to schedule an appointment with a RelayHealth team member.

LOVELY LITTLE LUMPS, CHECK IT OUT!

In the last mailer, the final cartoon was sent inside a RelayHealth-branded picture frame, which gained attention as a "lumpy mailer." Many recipients kept the picture frame on their desk, helping RelayHealth stay top of mind. The program also was supported by telemarketing.

CROSSING THE FINISH LINE

This campaign exceeded client expectations by securing nearly \$1 million in potential revenue. It also captured nearly 60 appointments, which well-exceeded our original objective. With such a modest budget, the potential return on investment came in more than 5,000%. Cha-ching!



Arketi has provided strategic direction and leadership that has delivered real results. I value their creativity and counsel.

Tamyra Hyatt

Senior Product Marketing Manager
RelayHealth

And for a little extra something, the RelayHealth campaign was honored with a Phoenix Award from the Public Relations Society of America and the award for Best Integrated Marketing of the Year from the Technology Association of Georgia.