



Health Care “Big Data” Analytics Company Reaches B-to-B Prospects via AdWords, LinkedIn

Healthentic provides Population Health software and services to large enterprises seeking to reduce their employee health costs through the use of “big data”. Healthentic allows corporations to analyze their employee health data to discover groups of employees that aren’t receiving appropriate preventative care, so steps can be taken to modify or launch programs that can improve employee health and wellbeing – all in a HIPAA-compliant fashion. Healthentic pairs all health care data inputs (medical, pharmacy, dental, wellness, and more) with a clinician’s know-how to provide a full view of a population’s health, costs, and potential areas of action.

In early 2014, Jeff O’Mara took the Healthentic’s helm as CEO. “I had previously done some work with two startups that I had brought Ted into to help out with their Paid Search and SEO strategies”, says Jeff. In one case, Ted helped us use Paid Search as a way of rapidly testing a B-to-C company’s business model. In the other, Ted brought some pretty sophisticated SEO expertise to the table for a large B-to-B site concerned with video SEO. When I decided to take on the CEO role at Healthentic, there was no question in my mind that Ted could help us drive business”.

Challenge

The Health Care Analytics space, although growing rapidly, is not necessarily fully formed and is still evolving rapidly. Healthentic needed to navigate a myriad of potential gatekeepers, decision-makers, and influencers inside and outside large corporations, even including their insurance companies and insurance brokers. Other products in the space address different levels of the health care value chain besides employers - including consumers themselves, the government, hospital systems, and other health care providers. Additionally, interested audiences can be reached in various ways – some more efficient than others. The challenge was to efficiently test audiences and progressively narrow the scope as results accumulate, in order to develop laser-targeted campaigns to bring in quality leads that Healthentic’s sales team could work – and close.

Solution

After putting reliable conversion tracking in place, Ted performed exhaustive keyword research of the entire market space Healthentic addresses, and organized the keyword space into “funnel steps” of the customer journey. The result was highly structured Paid Search campaigns that provided Healthentic’s marketers with easy and logical budget control, and allowed the team to progressively narrow the focus as data began to accumulate.

Ted then extended the success of the SEM effort into several other related cost-per-click channels including LinkedIn. Remarketing campaigns brought in additional leads, also resulting in prospects returning to the site – an important consideration for long-sales-cycle products like Healthcare Analytics.

Finally, Ted delivered sophisticated Attribution analyses which helped Healthentic discern which ‘early-funnel’ display and email campaigns were working, and which weren’t. This allowed the company to tune and focus its display and email efforts.

“Ted consistently ‘punches way above his weight’ and delivers better results than I would expect even from a large agency. His Analytics expertise in particular helped our internal marketing team to get ‘first-class’ Paid Search, SEO, Display, and Email marketing programs up and running. This has been invaluable and has really ‘moved the dial’ for us, resulting in big gains in valid leads.” - Jeff O’Mara, CEO, Healthentic

Results

First, Leads were driven up significantly. As the sales team worked them, campaigns were improved to reduce the number of invalid leads.

Then, efforts were extended into additional marketing channels, resulting in a rise in valid leads, at a desirable cost per lead.

Finally, Attribution analysis provided valuable guidance on selecting the optimal marketing mix going forward.

