

2022 Agency of the Year

1. Clarity Quest (1 of 2)

Brief Summary

I nominate Clarity Quest as Agency of the Year for their outstanding Clarity Academy program, which prepares early-career marketing executives for the next level of their careers.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Clarity Quest deserves to win because of their commitment to mentoring future marketing leaders, in addition to offering top-notch marketing consulting services.

Entry Details (max 3500 characters)

As a first-time marketing executive, I was looking for mentorship and guidance in scaling my team and strategy. Clarity Quest's unique mentorship program, Clarity Academy, was exactly what I needed to boost not only my career but also my confidence as a marketing leader. Chris and her team bring 20+ years of experience in marketing and PR as well as a genuine interest in developing today's newest marketing executives into the best leaders they can be.

2. Clarity Quest (1 of 2)

Brief Summary

As a double bottom line company, Clarity Quest helps small-to-mid cap health IT, medical device, and biotech innovators positively affect patient outcomes and health system efficiencies. The agency grows its clients' brand visibility, market penetration, and revenues.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Clarity Quest is a double bottom line company that extends the conventional bottom line, measured by fiscal performance, by adding a second bottom line to measure healthcare ecosystem impact. The agency grows the visibility and valuation of innovative small-to-mid cap HIT and biotech companies.

Entry Details (max 3500 characters)

As a diverse, woman-led health IT marketing agency, Clarity Quest brings an inclusive perspective and always puts what's best for our clients first. We're a double bottom line company that focuses on growth and making an impact in the healthcare ecosystem.

TRACTION FOR BOLD, INNOVATIVE COMPANIES

Enterprise companies like Epic, Cerner, Siemens, and Allscripts receive most of the attention within health systems and practices. At Clarity Quest, we use disruptive thinking and marketing technology to level the playing field for small to mid-cap companies that positively impact patient outcomes and health system efficiency.

Bold companies partner with Clarity: AI-coding leader Fathom, patient engagement/communication companies Carium and Bravado Health, patient education innovator Xealth, and transplant leader Be the Match Biotherapies. We're also the agency of record for the transfusion software division of Haemonetics, helping a medical device company navigate software systems marketing.

MARKETING AT THE FOREFRONT OF THE HEALTH IT, BIOTECH, MEDICAL DEVICE CONVERGENCE

Significant patient outcome advances happen at the confluence of health IT, biotechnology, and medical device innovation. Clarity Quest's marketing expertise spans all three areas, making us uniquely positioned to effect real change.

THE PROOF IS IN OUR CLIENTS' ROI

Grew Cellero from a \$1.5M research biomaterials startup to a \$38M acquisition - without a sales department.

Generated \$15M in pipeline in 3 months for Prognos Health and 1,700 clinician leads for Relievent Medsystems.

Secured business front-page coverage for Remote Medical International in the NY Times.

Combined SEO and earned media coverage to catapult CRB to a top 5 position in pharmaceutical engineering company lists.

SHARING KNOWLEDGE WITH OTHERS

Delivering the right services to clients in the format they want is at the heart of who we are - as evidenced by the launch of Clarity Academy. Created for healthcare and biotech marketing leaders looking to tap into our agency's wealth of expertise for support beyond traditional agency services, our leadership team mentors and coaches rising executives and those transitioning from industries outside of healthcare.

FULL-SERVICE IN MORE THAN NAME ONLY

Leaning into our digital and content marketing success, this past year we grew our Public Relations division by 4x and started a programmatic ads practice. We now bring clients a comprehensive multi-channel marketing network that atomizes content to target personas where and when they want to obtain information.

SHARING OUR SUCCESS

For over 10 years, Clarity Quest has supported entrepreneurs around the world by backing microloans through Kiva.org.

We also support the American Cancer Society and a local Michigan food bank.

WHAT WINNING THE AWARD WOULD MEAN

Winning in 2022 would allow us to continue to expand our mission of helping health IT innovators focus on marketing objectives and metrics to create significant positive change in healthcare.

Buoyed by our 2019 HITMC Agency of the Year award, Clarity Quest grew by 300%. We continue to win business in 2022 (Carium and Xealth) as a result of our affiliation with HITMC and the award.

Supporting Links

Clarityqst.com

<https://www.clarityqst.com/training/>

clarityqst.com/blog

clarityqst.com/results

<https://www.nytimes.com/2021/06/11/business/vaccines-companies-offices.html>

<https://www.clarityqst.com/blog/10-years-supporting-kiva/>

3. ARPR

Brief Summary

ARPR is an award-winning, nationally ranked healthcare PR agency representing innovative health technology brands coast to coast. Our medical device, healthcare security, virtual care, digital health and enterprise imaging clients are leading the way in today's fast-paced and evolving market.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Over the last 10 years, ARPR has successfully helped clients increase brand visibility, grow their sales pipelines, and attract investor attention. Our integrated, data-driven approach to PR earns big wins for our clients, including a 200%+ increase in media hits for our healthcare brands in 2021.

Entry Details (max 3500 characters)

ARPR's HealthIT clients are transforming the entire healthcare ecosystem, from medical devices to EHRs to AI and cloud-based clinical software. These companies need a PR firm that understands the implications and nuances of their work, and we take the responsibility of marketing their technology to heart.

ARPR's HealthIT practice has grown significantly since its inception. In 2013 ARPR landed its first HealthIT client and by 2016, HealthIT clients comprised 6% of agency revenue - jumping to 40% in 2018. In 2019 ARPR was named an Agency of the Year finalist in Ragan's Healthcare PR and Marketing Awards for the second consecutive year. Last year HealthIT revenue increased 30% YoY, fueling ARPR's overall growth to reach nearly \$3.4M.

HealthIT's revenue continues to grow, including during the pandemic, due to the team's ability to pivot quickly to meet changing needs of healthcare marketers. In the first quarter of 2022 alone, HIT revenue has already grown 25% year-over-year, with the team increasing current client retainers and adding several new logos to its client roster.

To support the practice's rapid growth, ARPR continually invests in its team. In December of 2021, Cortney Williams was promoted to HealthIT Practice Group Director, where she oversees strategy and team development across the agency's HealthIT client roster. Marti Cersovski was hired as Account Director in late 2021, bringing more than two decades of PR and project management experience to the role. Furthermore, Michelle Rand and Taylor Callis were both promoted to Account Manager roles supporting the healthcare team.

Each day this team applies the agency's Panorama Approach to client campaigns, landing HealthIT clients in Tier I outlets such as U.S. News & World Report, HuffPost, and Bloomberg to trades including Medical Economics, Healthcare IT News, and Fierce Healthcare. ARPR's

HealthIT client campaigns have been recognized as some of the best in the industry by The Sabre Awards, PR Daily, PR News' Platinum PR Awards, and more, being named everything from "Best Electronic Medical Records Systems" to "Top 50 Healthcare Technology CEOs". In addition, our content marketing, lead nurturing and social media work has catapulted executives and brands online while driving B2B leads.

Some of the HealthIT Practice Group's notable work over the past year include:

Intelrad: A leader in global imaging, the company had been in business for several years but marketing was limited. As it went into growth mode, Intelrad needed to accelerate brand visibility among hospitals and increase MQLs. Since launching our partnership in 2021, ARPR overhauled Intelrad's messaging to convey its new value proposition, developed its first thought leadership and content marketing strategy, and announced four acquisitions. In less than nine months, ARPR secured more than 90 pieces of media coverage, increase its share of voice by 30% to outpace 3 of its 4 competitors, boost social engagement rates by 3%, and grow its LinkedIn audience organically by 45%.

Cynerio: We pride ourselves on driving immediate results for new clients. In 2021 ARPR onboarded medical IoT security leader, Cynerio. Within eight months we implemented and executed an integrated, panoramic approach to help build the company's brand visibility in the U.S., securing over 85 earned media placements, increasing website traffic by 78%, new contacts by 105%, and engagement on Twitter and LinkedIn by 17% and 29%.

Supporting Links

2022 DeliverHealth and HHAX Wins Release:

<https://arpr.com/news/deliverhealth-and-hhaexchange-select-arpr-as-their-healthit-pr-agency-of-record/>

2021 HIT Momentum Release:

<https://arpr.com/news/tech-pr-agency-arpr-grows-healthit-practice-group-by-nearly-25-in-the-first-half-2021/>

Intelrad Board Slide:

<https://www.dropbox.com/s/bweswnjtek8cz/ARPR%20Intelrad%20-%20Q4%20BOD%20Slide%20%281%29%20-%20Confidential.pdf?dl=0>

Intelrad Bloomberg article:

<https://www.bloomberg.com/news/articles/2021-10-14/hg-s-intelerad-is-said-to-buy-ambra-health-for-250-million-plus>

Intelrad Fierce Healthcare article:

<https://www.fiercehealthcare.com/tech/intelerad-acquires-competitor-ambra-health-to-form-1-7b-enterprise-imaging-giant>

Intelerad Managed Healthcare Exec article:

<https://www.managedhealthcareexecutive.com/view/the-interopability-effect-driving-value-based-care-and-financial-health>

Cynerio Media Slide:

<https://www.dropbox.com/s/feullf0ebkub7em/Cynerio%20media%20slide%20-%20Confidential.pdf?dl=0>

Cynerio MedCity article:

<https://medcitynews.com/2021/11/3-reasons-why-hospitals-health-systems-struggle-with-asset-management/>

Cynerio Healthcare Innovation article:

https://www.hcinnovationgroup.com/video/video/21238095/cynerio-ceo-leon-lerman-discusses-the-iot-and-device-cybersecurity-challenges-facing-healthcare?utm_source=HI+Daily+NL&utm_medium=email&utm_campaign=CPS210913111&o_eid=8887F9398567H3C&rdx.ident%5Bpull%5D=omeda%7C8887F9398567H3C&oly_enc_id=8887F9398567H3C

Additional Documents

https://www.hitmc.com/wp-content/uploads/ninja-forms/14/ARPR_Media-Relations_RxBenefits.pdf

https://www.hitmc.com/wp-content/uploads/ninja-forms/14/ARPR_telehealth_content-marketing_Updox_FINAL.pdf

https://www.hitmc.com/wp-content/uploads/ninja-forms/14/ARPR_Media-Relations-Rimidi_FINALpptx.pdf

4. Tribe Builder Media

Brief Summary

Tribe Builder Media supports a multitude of healthcare software companies' initiatives to build market awareness. They help develop media relations, customer profiles, press releases, and share of voice. Being a smaller firm, they successfully execute an agile, client-oriented partnership.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

In a year where the health IT industry was heavily utilized to implement a necessary digital strategy, Tribe Builder Media was efficient and thorough in exceeding the rapidly evolving PR needs of their healthcare software clients.

Entry Details (max 3500 characters)

Tribe Builder Media is committed to delivering innovative campaign strategies and informed media-savvy public relations services. Their aim is to create and implement a professional working environment that stimulates and rewards creativity, insight, and a cohesive team atmosphere, acting as a dependable and driven extension of their client's business objectives. They pride themselves on their meticulous attention to client needs and strive to implement their superior industry consciousness into every service they provide, with the intention of surpassing marketing goals and providing their clients with top-tier results. While the ethos of Tribe Builder Media is immediately evident, the Senior Director of Content and Communications of their healthcare IT client had this to say about their experience in working with Tribe Builder for their media relations and PR support needs, "They understand our point of view and have proven capable of getting our main messages out to a broader audience."

Supporting Links

<https://clutch.co/profile/tribe-builder-media#reviews>

<https://tribebuildermedia.com/>

5. HealthLaunchPad

Brief Summary

Healthlaunchpad started in 2020 with one purpose: Help technology firms overcome the challenges of selling and marketing to healthcare. In two years, the firm has grown from 1 to 15 clients, built a multi-disciplinary team, a unique model, delivering highly effective ABM and brand work.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Healthlaunchpad's high growth is due to its laser-like focus on healthcare technology. The team has deep experience of the unique challenges of this market. Healthlaunchpad has superpowers in ABM and customer insight, a commitment to client education, and a unique client-centric agency model.

Entry Details (max 3500 characters)

"View HITMC Submission page in supporting link below.

Healthlaunchpad was launched in March of 2020, just as the pandemic was taking hold, 1 minute before HIMSS was canceled. Not an auspicious start.

In the last two years, healthlaunchpad has grown from 1 person (Adam), 1 dog (Angus) and 1 client (Verimatrix) to a network of 14 consultants, executing strategies and marketing campaigns for 15 clients including high growth early stage digital health firms, mature healthtech giants and a couple of unicorns. Adam also has a second dog (Mac).

The firm's founder, Adam Turinas, is a 20-year digital agency veteran, who went on to launch a healthtech company, Uniphy Health. This firm was sold to Harris Healthcare in 2019.

Healthlaunchpad's Why

Building a business in healthcare is incredibly hard. You have to understand what specific needs you can meet and how you can reach impossibly hard to reach people who need what you offer. I started healthlaunchpad to help firms like my old software company overcome these problems - Adam Turinas

Clients:

- AI Metrics - Imaging
- AMN Health - Nursing staffing
- Bluestream Health - Virtual care platform-as-a-service
- Confidential - Global health tech unicorn
- Confidential - Fortune 500 enterprise software
- Cross Screen Media - Digital media
- CTG - Healthcare IT consulting
- DISC Corporation - Healthcare data
- Dr First - Healthcare technology solutions
- Mytonomy - Video-based patient engagement
- Nuvolo - Enterprise asset management

- PerfectServe - Clinical Communications
- Phenotips - Genetic EHR
- Smile CDR - FIHR software
- Verimatrix - Cybersecurity

What healthlaunchpad Does

1. ABM for healthcare: Strategy, pilots, ABM campaigns, target list build, intent-data integration, training, and coaching.
2. Brand and marketing optimization: Brand strategy, positioning, and marketing planning.
3. Market entry: Market investigation and sizing, customer feedback, go-to-market planning.
4. Marketing Programs: Content, social media and digital marketing, SEO, paid search, web design, and sales aids.

What sets healthlaunchpad apart?

1. Health Tech Is All They Do - The team has run health tech companies, marketing departments for health tech companies and specializes in content for health tech.
2. Unique Agency Model - Healthlaunchpad serves two constituencies: Healthtech marketers and outstanding health tech marketing talent. They only do 90-day engagements so that clients and teams have flexibility. Clients can stop, start and change things up more easily. Talent has the flexibility to work part-time, or full-time. And work on other stuff.
3. Customer insight and ABM are their superpowers.
4. Passion for Client Education - They formed a partnership with HIMSS in 2021 and have run 8 webinars on ABM with HIMSS reaching 3000 health tech marketers. They launched the Healthtech Marketing Podcast late last year. To date, there have been 13 episodes and 3000+ downloads.
5. Eating Their Own Dog Food: They believe zealously in the new model of marketing, and live by it. In the last two years, they have published over 140 blog posts, over 100 videos, 20 podcasts, over 200 LinkedIn posts, 20 webinars and increased the network by 2.5X. SEO efforts doubled traffic in 6 months.

Last but not least: The work!

In the attached files and in the link below you will see their work for PerfectServe, Bluestream, CSM, DISC and others. In addition, a sample of our strategic work, i.e. an ABM Playbook is provided.

Supporting Links

<https://healthlaunchpad.com/hitmc-submission/>

Additional Documents

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Marketing-Playbook-Sample.pdf>

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Creating-a-New-Brand-Umbrella-for-PerfectServe.pdf>

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Case-Study-â€˜-Changing-Up-Bluestream-Healths-Marketing-Message.pdf>

6. Innsena Communications

Brief Summary

Innsena is redefining what it means to be an agency. This women-owned and led health IT consultancy is rooted in flexibility, trust, and relationships. By celebrating what makes each team member and client unique, Innsena has seen exponential growth and 94% client retention.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

As Innsena works to challenge traditional notions of work and agency structure, its growth speaks for itself. The company has more than doubled in size each year, with the largest growth from 2020 to 2021. Last year, the company tripled its revenue and doubled its team while retaining 94% of clients.

Entry Details (max 3500 characters)

Innsena celebrates its 5-year anniversary in April 2022, rooted firmly in its mission to grow healthcare businesses with the best G2M experts in the industry - never compromising a safe, trusting, and collaborative work environment. Women-owned and led, Innsena has an uncommon approach to the agency model:

- *Expertise.* Comprised entirely of senior digital health B2B experts in their specialty, from public affairs to PR to messaging, employees are celebrated for their unique passions, which are often diluted in traditional agencies that emphasize generalists. Employees are encouraged to design their own professional growth roadmaps, supported financially and emotionally by Innsena, to become the top expert in their specialty - allowing clients to tap into resources who are truly the best at what they do.
- *Agile.* Due to the specialty nature of Innsena's team, clients can access a wide variety of expertise that adapts as their company's market position and goals change. Innsena handpicks teams to match client need AND personality, for the strongest path to success. Innsena has a 94% client retention rate, with most clients growing their engagements, and has successfully retained 100% of the acquiring companies for those businesses Innsena successfully helped exit.
- *Relationships.* Falling just shy of "radical honesty", Innsena is a consulting firm that provides ongoing strategic counsel to clients on how to achieve their goals realistically within time and budget. On average, Innsena employees have 10-30 years of experience, most of which is in healthcare IT. This means clients not only access talent, but a deeply rooted roster of relationships in media, policy, venture capital, channel partnerships, and more.
- *Flexibility.* Innsena challenges the societal construct of work/life balance, as if it's something special employers offer. Work should be an inherent, flexible, fulfilling, and positive influence in our lives. Therefore, Innsena provides its consultants complete freedom over: schedules, PTO, employment structure (1099 or w2), location, and their own professional choices. Just like with clients, Innsena employees are allowed to adapt their employment structure to match where their lives are at the time. Innsena employees are offered 401k match, full (and good) benefits, profit sharing, book clubs, gifts of appreciation throughout the year, and ongoing support for hobbies and development outside of Innsena. Complete trust in employees has resulted in little-to-no turnover, and more than doubling its staff size in 2021.

The benefits of this truly unique approach can be seen in the results. In 2021, Innsena also nearly doubled the number of clients and projects, tripled accrual revenue, and launched its public affairs and market access division. In addition, all new business is referral based. While there were other great

successes with clients from 2021 such as supporting several mergers and IPOs, helping two clients through complete rebranding and securing well over 500 articles for clients, running a completely referral-based business truly speaks to the success of Innsena's innovative approach as both an employer and a consultancy.

One client summed it up:

"The type of folks that you hire are extremely competent but also personable and comfortable in their own skin. You're not really out to prove anything because you've kind of already done that. And now it's more about just getting it done and enjoying the people you work with."

Supporting Links

www.innsena.com

7. Sage Growth Partners

Brief Summary

A unique organization, Sage Growth Partners transcends the traditional definition of a consulting firm. With a focus exclusively in healthcare, they provide marketing consultation, planning, creative development, and integrated campaigns to help clients meet their business goals.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Sage Growth Partners is a full-service agency not confined by traditional thinking, skill sets, or tactics. Through research, strategy, and marketing, they enable clients to grow, innovate, and successfully compete in the fierce healthcare landscape.

Entry Details (max 3500 characters)

Founded in 2005, Sage Growth Partners works with forward-thinking healthcare organizations to solve complex problems, optimize operations, and actualize growth opportunities.

Sage is always quick to respond to new and existing client needs, and over the last two years, has played an instrumental role in shaping clients' strategic and marketing strategy through shifts caused by the pandemic. This ability has led to extremely satisfied clients who continue to reengage with Sage's services, a 61% growth in number of clients, and 107% growth in revenue over the last two years.

The collaborations between the Sage team and their clients has led to compelling strides in strategic initiatives, thought leadership, demand generation, and overall client success.

In 2021 alone, Sage conducted:

- over 30 quantitative surveys
- more than 300 qualitative interviews
- 10 market reports
- 15 messaging engagements and rebrands
- over 25 go-to-market strategy and strategic market research engagements
- more than 5 websites
- economic impact models
- over 60 public relations engagements

Resulting in:

- 7,499 online media site pickups
- 82,858 media release views
- 9,313 click-throughs for clients
- more than 15 white papers and case studies
- over 10 webinars
- As well as countless bylined articles, emails, social media campaigns, blogs, and other collateral.

Clients in 2021:

26 Strategy Clients

32 Marketing Clients

8 Strategy / Marketing Clients

In the past:

2020: 54 total clients

2019: 41 total clients

Supporting Links

<https://sage-growth.com/index.php/2021/09/emerging-healthcare-trends-report/>

<https://www.prnewswire.com/news-releases/sage-growth-partners-expands-marketing-and-strategy-teams-301491108.html>

<https://sage-growth.com/index.php/latest-blog-posts/>

8. KNB Communications

Brief Summary

Since 1998, KNB Communications has been a specialized PR and marketing agency focused exclusively on health tech. Despite the pandemic, 2021 was a banner year that included growth in the size of the team and financial expansion. KNB has established itself as a leader in healthcare communications.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

KNB has focused on its team and its values throughout the pandemic. It helped bring the people-first mindset and core principles to the healthcare space throughout 2021. KNBeings (as KNB team members are affectionately known) emphasize innovation, teamwork, openness and passion.

Entry Details (max 3500 characters)

We expanded our brand. We refreshed our website and increased web traffic by 111%. Our blog has become a go-to for marketers and industry professionals. We saw an increase of over 300% in blog traffic. Our monthly newsletter has an average open rate of over 27% and the distribution has grown by 65%. We highlight industry trends and make it an easy, fun read combining informativeness with personality. We also won several awards in 2020, including several Hermes Creative Awards, a dotComm Award, a Stevies International Business Award, an eHealthcare Leader Award, and most prestigious of all, several HITMC Awards. Our agency was also featured in several high-profile media publications like Thrive Global and Forbes.

We grew in size. In 2021, KNB grew by 3x in number of clients. Our average retainer size also grew by 75%. Client retention remains strong and client referrals have become among the top new client acquisition channels for KNB. We also acquired new partners in website development and digital animation.

KNB manages an internship program and hires at least 2 interns each semester. The KNB team mentored 6 interns in 2021. KNB prides itself on giving back to the younger generation with a wealth of knowledge in the healthcare communications field. Three years ago, we created the Intern Development of Education and Achievement Scholar (IDEAS) Program which includes 1 hour long sessions with executive leadership who speak on a topic in healthcare comms. This has been beneficial not only to interns, but to others on the team to sit in and learn. In 2021, we held 15 IDEAS sessions.

We increased human capital. KNB also grew in human capital by over 125% in 2021. KNB is proud to be a minority-owned and run business, with a staff that is over 80% female and over 40% minority.

Best of all, we grew in culture. It was not easy to be rapidly expanding during the midst of a global pandemic. It was integral that our team didn't lose the closeness that fed our creative, collaborative spirit. We implemented a Slack-type channel over Google Hangouts that KNBeings use for "water cooler talk" all day. The marketing team asks questions of the day to spur conversations. We continued and built upon our Wellness Wednesday - for 20 minutes each Wednesday, the team hops online to de-stress. We pick a new topic every week. Each month we send each employee a little gift to go along with Wellness Wednesday including slime, or our KNB mascot -- a stuffed bee. In addition to these activities, the President acknowledges internal holidays and sends Insomnia Cookie deliveries on a Friday from

time to time to wrap up the week. We also developed and launched an employee intranet (called the Hive). KNB also encourages employee development, giving access to a wealth of classes and certifications. Of course, we also encourage them to become involved in the HITMC community! We are proud to be a Gold sponsor of the annual HITMC Conference. All of these initiatives coupled with our strong client services show that culture is thriving at KNB!

We live our values every day. We have preached the mantra that if we can stay true to our core values of innovation, openness, teamwork and passion internally and share them externally during a pandemic, we will emerge stronger and more influential. We see this happening and are excited about the prospects of a post-pandemic health technology world!

It is for these reasons that KNB should be Agency of the Year!

9. Matter Health

Brief Summary

The Matter Health team has worked as an extension of the Stericycle Communication Solutions team on our PR and search programs to elevate our brand and presence in the media and online. The PR program in 2021 secured 23 placements for 151M impressions and \$2.6M in AVE.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Matter isn't just an agency, they are healthcare and healthcare IT PR experts and thought leaders which helps our programs with them run very efficiently. But it goes beyond expertise into excellence in client relationship management such that we have grown our programs with them in 2022.

Entry Details (max 3500 characters)

Matter has run several bylines, pitched media on two surveys in 2021, and enhanced our analyst relations program to include briefings with KLAS, Chilmark, Frost & Sullivan, and Gartner. Frost & Sullivan bestowed their 2021 Customer Value Leadership Award for Best Practices in Patient Engagement award.

Their subject matter experts on hand can navigate a very crowded space and always has the best insight on how to position the story for the most interest. Our team has seasoned leaders in health it as well as younger talent to onboard them quickly and efficiently.

Between the search and PR team, our domain authority score and keyword ranking is trending upward (starting in July this past year) for the first time since we launched our new website. Our biggest closed-won deal so far this year was a lead which came through our PPC channel in the fall of 2021.

More recently, Matter has taken on the approach of integrated marketing agency for ComSol as we expand our programs to include content and other digital marketing. The talent on their digital team echoes the talent on their PR and search programs. From video and webinars, to long form content, blogging, and infographics, we have been continuously amazed at the level of support they are able to provide us. They meet deadlines and go beyond at times on days off, even when not needed to ensure everything is on track.

While we have yet to see results on our new content program, our PR program is already close in AVE to the total for 2021 and we aren't even out of Q1 at the time of submission. Our placements have been in outlets such Modern Healthcare, FierceHealthcare, Forbes, Physicians Practice, Integrated Healthcare Executive, Authority Magazine, KevinMD, Patient Engagement HIT, and Healthcare IT Today.

We could not achieve our outstanding results without the support of the Matter team. They are truly an extension of the team and an invaluable asset to Stericycle.

Supporting Links

<https://www.physicianspractice.com/view/four-essential-components-for-your-vaccine-rollout-strategy>
<https://patientengagementhit.com/news/how-did-the-covid-19-pandemic-affect-patient-satisfaction-levels>
<https://www.kevinmd.com/blog/2021/04/3-ways-technology-in-the-er-boosts-the-patient-experience.html>

<https://medcitynews.com/2021/04/4-ways-the-pandemic-has-shaped-healthcare/>
<https://www.medicaleconomics.com/view/why-hybrid-care-starts-with-the-patient>
<https://www.forbes.com/sites/forbestechcouncil/2021/09/20/is-big-techs-influence-on-patients-a-good-thing/?sh=5259ebbf43>
<https://www.ajmc.com/view/contributor-don-t-delay-why-now-is-the-time-to-reengage-patients-in-routine-cancer-screenings>
<https://www.cmswire.com/customer-experience/call-center-leadership-looking-to-the-new-year/>
<https://medium.com/authority-magazine/matt-dickson-of-stericycle-communicaiton-solutions-in-light-of-the-pandemic-here-are-the-5-things-411f4aecb9b8>
<https://stericyclecommunications.com/about-us/awards>