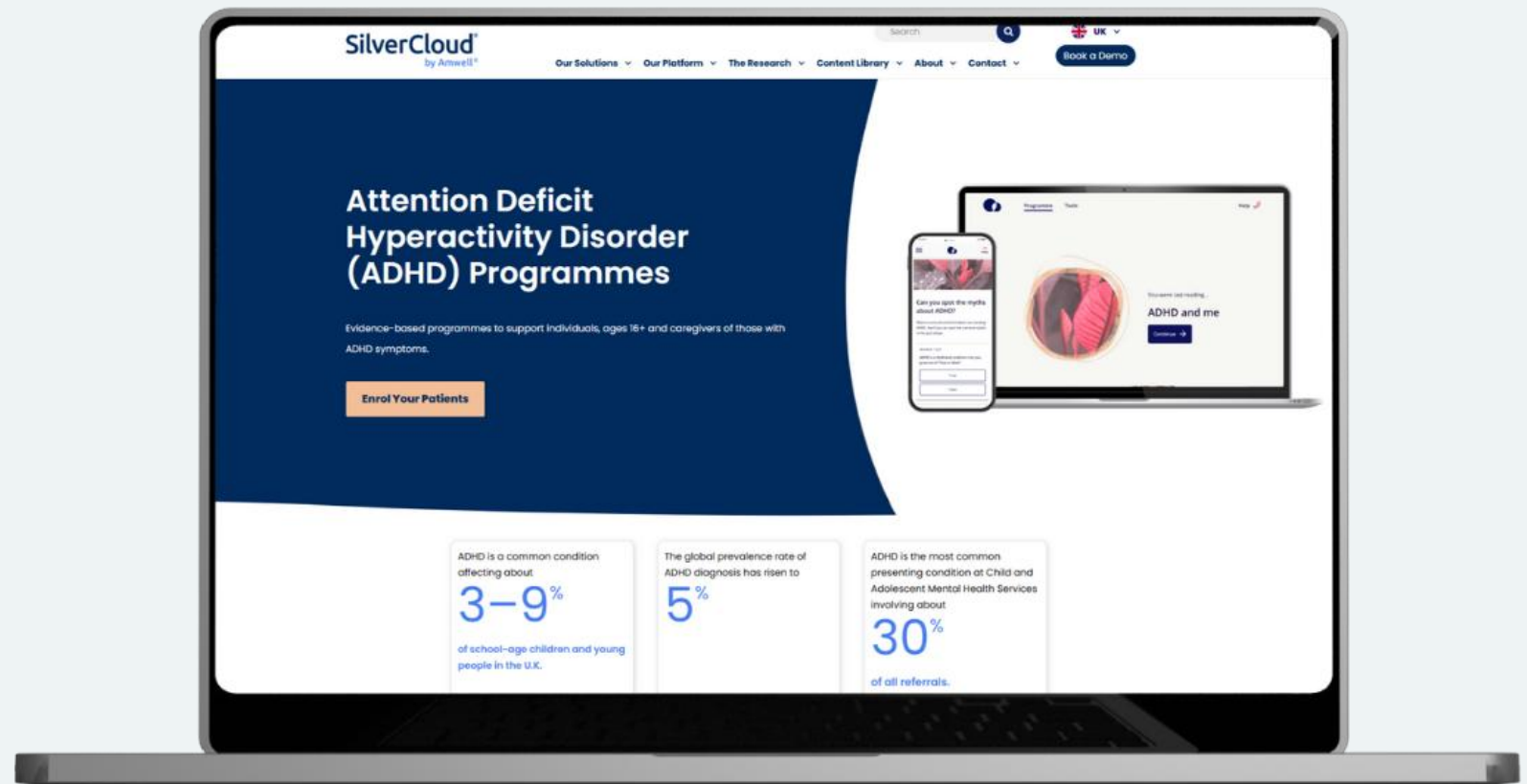


# SilverCloud Health ADHD Programme Launch

Case Study - 2024



# Business Context & Challenge

## Launching ADHD Programs in SilverCloud

### Context

SilverCloud by Amwell is a leading B2B SaaS platform for digital mental health, used by health systems, health plans and employers across the UK, Ireland, and globally. The platform offers evidence-based, therapist-supported programs for mental health conditions including depression, anxiety, and now ADHD.

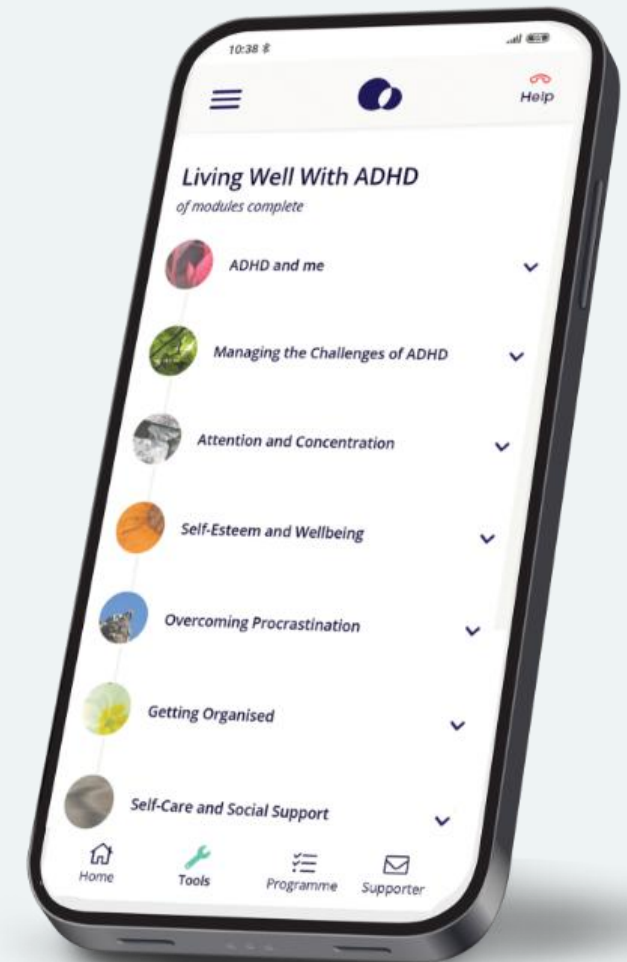
In Q4 2024, SilverCloud launched a new suite of ADHD programs—targeted at Health Systems and Employers, aimed at supporting both patient care and employee wellbeing.

### Business Challenge

The challenge was to introduce the ADHD programs to secondary care, HR/employers, and educators, segments outside the platform's core customer base (primary care).

We needed to:

- Generate pipeline from non-traditional sectors
- Build awareness and trust in an under-served digital mental health area
- Drive leads and accelerate product adoption



# My Role & Approach to the ADHD Campaign

Worked closely with the Product Marketing Manager to deliver full campaign execution, including:

- Go-to-market planning
- Messaging development
- Digital channel strategy and oversight
- Creation of all campaign assets
- Aligning with Product and Sales teams

## Strategic Approach:

- **Segmentation-first:** Created targeted messaging and landing experiences for health systems, employers, and educators
- **A/B Testing Engine:** Used live testing to find the best-performing combinations of assets and channels
- **Outcome-oriented execution:** Delivered campaigns with a focus on generating quality leads

## How the programs addressed segment needs:

- **Secondary care:** Offered a clinically validated, scalable solution to help manage long ADHD waiting lists and support stepped-care models
- **HR/Employers:** Provided tools to better support neurodivergent employees, reduce absenteeism, and improve workplace inclusion and productivity
- **Educators:** Gave schools and universities a digital support tool to help students manage ADHD symptoms, improving focus, academic performance, and access to care
- **Integration:** Highlighted SilverCloud's integration capabilities with EHRs, employee benefit platforms, and existing care workflows to reinforce platform flexibility and scalability



# Campaign Execution: Channels & Assets

- **Owned Webinar & On-Demand Webinar:** Focused on educating the audience and providing actionable strategies for managing ADHD: *Empowering Minds: Supporting People With ADHD*
- **Whitepapers:** Tailored to sector, used as lead magnets
  - **Health plans / employers whitepaper:** *Empowering Minds: a holistic approach to supporting people with ADHD*
  - **Health systems whitepaper:** *Empowering Minds: supporting patients with ADHD*
- **Blog Posts:** updates and educational content to support campaign messaging:
  - Empowering minds supporting people with ADHD in Health Systems
  - Why supporting Employees with ADHD has never been more important
- **LinkedIn Ads:** Targeted three audience segments with tailored messaging and CTAs for whitepapers & webinars – used the 3 assets for AB testing
- **Google Search & Display:** Captured intent-led traffic and drove remarketing conversions
- **Email Campaigns:** Segmented by vertical (health systems vs. health plans), nurturing leads post-download
- **Sales Enablement:** Created program one-pagers used in outreach and follow-ups
- **Landing Pages:** Three bespoke experiences based on segment



# Campaign Performance

## Key Results:

- Strong MQL Generation (webinar & whitepaper downloads)
- 24% MQL to SAL conv rate
- Cost per MQL: €64
- **Top Performing Assets:**
  - Health Plans Whitepaper (for employers)
  - On-Demand Webinar (for Healthcare Practitioners)

## Sales Attribution:

- Multiple pipeline opportunities tracked to this campaign (Q4 2024)
- Significant Pipeline influence
- Accounts included: private healthcare providers and employee benefit service companies
- Campaign contributed to progressing opportunities through the sales funnel



# Lessons Learned & Forward Strategy

## What Worked:

- A/B testing was crucial to adjust budget and assets for better ROI
- Webinars resonated strongly with clinicians; whitepapers with HR interest

## What I'd Evolve:

- Refine content strategy for the education sector: engagement was low, likely due to lack of tailored messaging and concrete use cases relevant to educational institutions

## Takeaway:

The ADHD campaign proved that targeted messaging, AB testing, and audience understanding can unlock new segments.

