



# Marketing & Growth Partner Brief

## About Dimer Health

Dimer Health is a physician-led, tech-enabled clinical care company redefining post-discharge medicine.

We deliver proactive, continuous care to patients after they leave hospitals, surgical centers, and other healthcare facilities. Our hybrid model combines licensed clinicians with proprietary AI-enabled technology to improve outcomes, reduce readmissions, and modernize recovery at home.

We partner directly with health systems, payors, surgeons, and provider groups, and we are building a new category around Transitional Care Medicine.

We are entering our next phase of growth and are exploring partnerships with agencies that can support enterprise positioning and commercial acceleration.

## What We're Looking For

We are seeking a strategic marketing partner with strong U.S. healthcare and digital health experience who understands:

- Enterprise healthcare buyers (health systems, payors, provider groups)
- Complex B2B healthcare sales cycles
- Clinical workflows and value-based care dynamics
- Category creation and positioning

We are not looking for a production-only vendor. We are looking for a partner who can operate at both strategic and executional levels.

## What We Need Support With

### 1. Positioning & Narrative

- Product and platform positioning refinement
- Category definition and differentiation
- Core narrative development (problem → solution → outcomes)
- Messaging framework by buyer persona (clinical, operational, financial)

### 2. Go-To-Market & Growth Strategy

- ICP refinement
- Enterprise go-to-market strategy
- Competitive landscape positioning
- Sales motion alignment

### **3. Website Strategy, Development & Optimization**

Our website must function as both:

- An enterprise credibility engine
- A patient acquisition and product adoption driver

We are seeking support with:

- Website strategy and information architecture
- Conversion strategy (enterprise inquiries, patient bookings, app downloads)
- UX/UI refinement
- Technical SEO
- Ongoing CRO (conversion rate optimization)
- Performance analytics integration
- Ongoing support and iteration

### **4. Marketing Execution**

- Website messaging and structure
- Enterprise pitch decks and collateral
- Case studies and proof-point development
- Thought leadership strategy (white papers, POVs)
- Product marketing support (services + patient app adoption)

### **5. Sales & BD Enablement**

- Enterprise sales materials
- One-pagers by use case
- Demo narrative support
- Outbound messaging alignment

### **Optional Capabilities (Nice to Have)**

- PR / earned media strategy
- Conference strategy
- Enterprise demand generation
- Brand identity refinement
- Account-based marketing

## Ideal Partner Profile

We are particularly interested in agencies that:

- Have proven experience in healthcare and digital health
- Have worked with health systems and payors
- Understand clinical + financial buyer personas
- Have supported enterprise business development
- Can translate clinical value into compelling commercial storytelling
- Bring strong execution across digital, content, and sales enablement assets
- Use data and AI to optimize marketing performance

## What We'd Like From You

If you believe your firm is a strong fit, please share:

1. A brief overview of your healthcare experience
2. Relevant case studies (particularly enterprise healthcare or digital health)
3. Your recommended engagement approach for a company like Dimer Health
4. Proposed team structure
5. Pricing structure, including:
  - Typical retainer ranges
  - Project-based pricing (if applicable)
  - What scope aligns with each pricing tier
  - How you structure strategy vs. execution
6. Examples of measurable outcomes you've delivered for similar clients

At this stage, we are seeking exploratory conversations to determine alignment and fit.

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Please submit responses by **February 27**.