



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**.