Strategic Partner Case Study

Healthcare Networks of America (HNA) builds and develops sponsored e-course series to raise awareness about emerging topics, care solutions, give a voice to change leaders, and cultivate collaboration with traditional and nontraditional partners.

EST. 1993
Healthcare Networks of America

Executive Summary

Remote medicine and digital technologies are expanding so rapidly that physicians have new opportunities via Medicare funding. Remote Patient Monitoring solutions are flooding the market. HNA provided its network with valuable information and actionable advice regarding the various solutions available. Our client's product has key benefits that outweigh other solutions. HNA built an e-course to educate on WHAT physicians should look for in the technology and HOW to know if RPM is right for their office.

Target Market

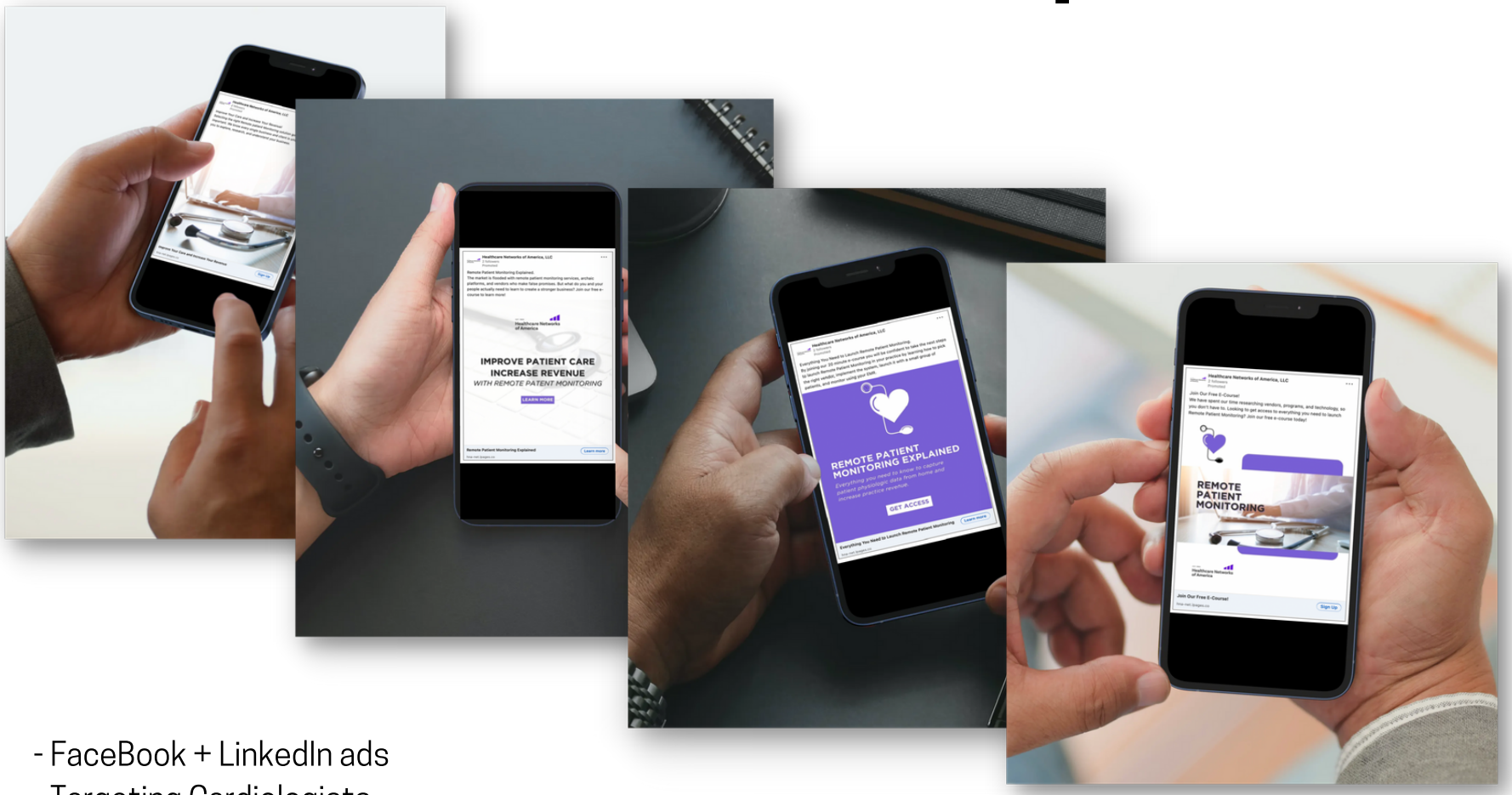
HNA met with the CEO of the RPM company to learn about their product and target market. Through an interview-style meeting and looking at their past successes, HNA was able to identify Cardiologists as the number one specialty.

TARGET MARKET: HNA has over 100 sub-specialities represented across its 11K+ network

Assets

HNA developed a robust marketing approach and designed various digital assets to use in the marketing, presentation and Call to Action

Lead Acquisition



- FaceBook + LinkedIn ads
- Targeting Cardiologists
- Language and messaging tailored to Strategic Partner's product
- CTA = push to landing page sign up

Email Education

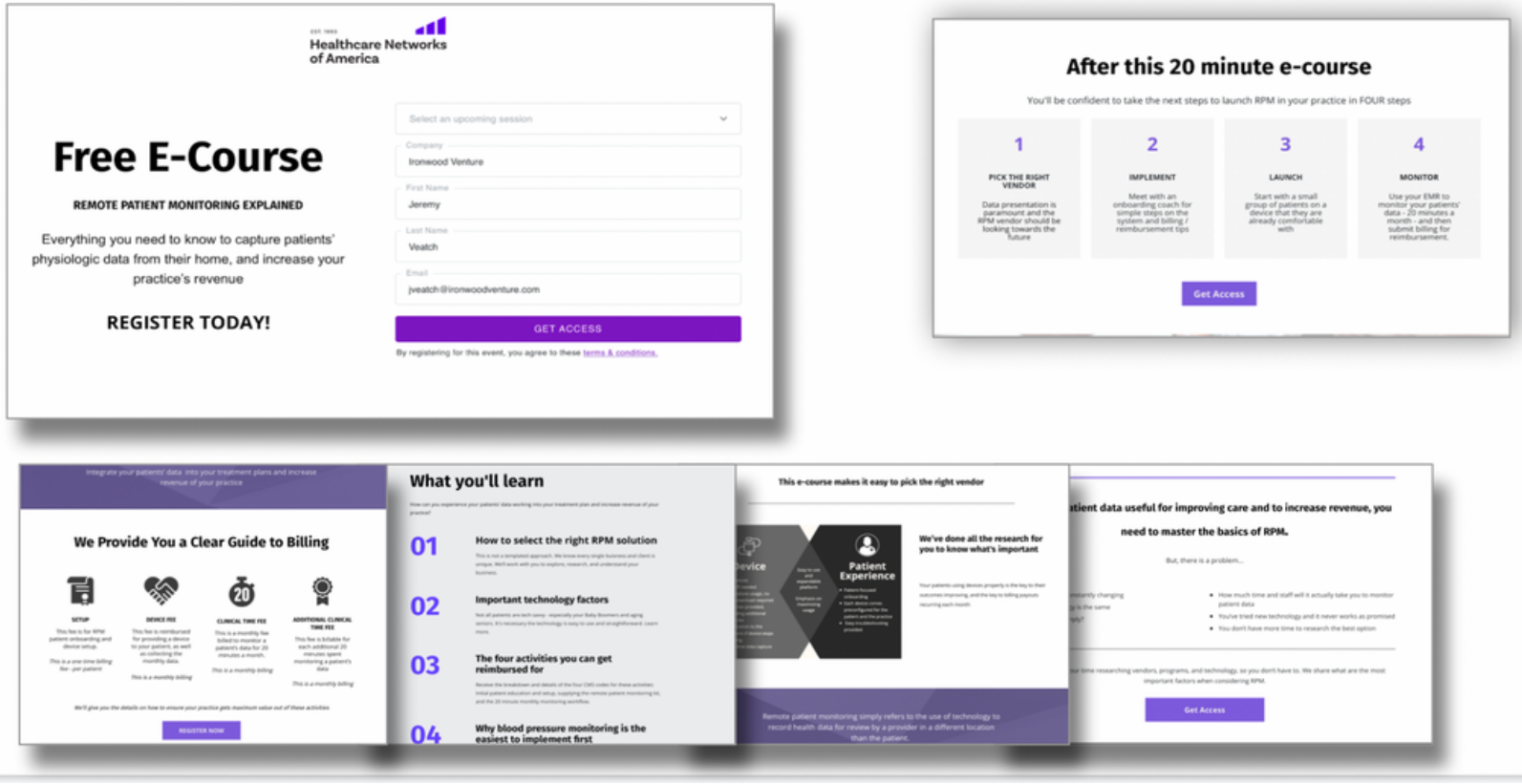
- 3 email series
-Push to landing page
- 'Abandoned Cart' email automation to target who clicks but does not sign up
- Clear message

Conversion Activity

HNA developed a landing page to act as education and lead capture. Landing page stats are captured to monitor how many leads land on page and how many convert to e-course registration.

Retargeting ads on Facebook and email automations are designed to follow up with leads who do not register, but land on the page.

Landing Page



-6-8 page landing page, HNA education focused
-Language targeting specialty
- Graphics created in-house
- CTA = sign up for the free e-course

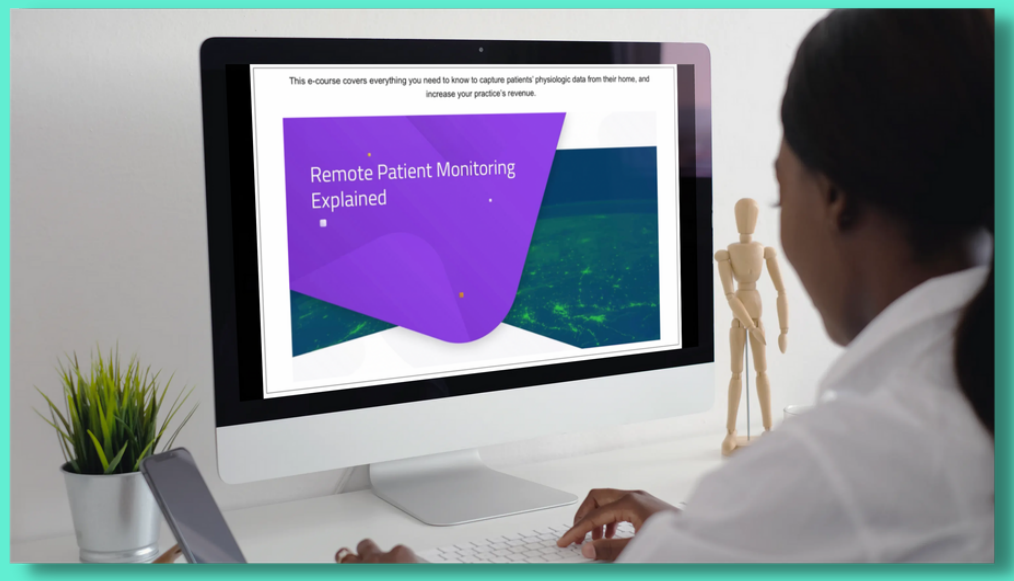
E-Course Experience

HNA hosted a 20 minute e-course, delivered via a quality digital education platform. This provides the Strategic Partner with third party reinforcement of their product. A 15-20 slide presentation is created and delivered, along with engagement opportunities throughout: polls, downloads and popups.

Final 5 minutes of the e-course shows a case study of the Strategic Partner's product

E-Course

- Webinar technology that integrates with CRM and marketing funnel
- Multiple engagement points with attendees
- Capture info by using Polls
- Push content via Resource Downloads
- Call to Action pop up at the end



Tracking Performance

- # of reach for FB + LI ads
- # of landing page visits
- leads generated
- Registrations
- Attendees
- Participation/Engagement

Highlights

30% of Registrants attended

20% of Registrants attended the replay

89% of the time was 'focused engagement '

67% of attendees answered polls

84% of attendees downloaded the content

Become a Strategic Partner

1. *Distribution to HNA's 11,000+ network of private practitioners in over 17 specialties*
2. *Distribution to net new audience via digital marketing network of HNA*
3. *Benefit of the HNA brand and 28-year reputation in the healthcare field*
4. *Increases awareness of Partner's brand*
5. *Ability to create thought leadership with HNA and elevate Partner's profile in the field*
6. *Strategic Partner will have access to registrant contact information post-e-course*
7. *E-course assets will be available for use by Partner for determined time frame; presentation materials, e-course recording, and any handouts or infographics*

About HNA

EST. 1993
Healthcare Networks of America

MISSION

We connect doctors across multiple specialties with the latest advancements in their field. HNA also focuses on introducing new ways of creating additional streams of revenue while enhancing quality of care

WHO WE WORK WITH

We are a national provider network of over 11,000+ engaged physicians dedicated to the preservation of private practice medicine.