



Scoped for 10, earned 67

Case story

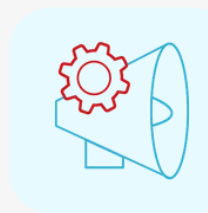
Moving minds in healthcare for over



Voluminous coverage | Forcura



Case study



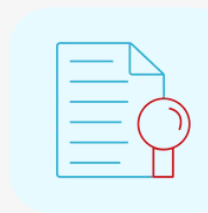
Goal

Increase awareness and adoption of the SaaS platform



Target

Long-term post-acute care facilities, home care agencies



Strategy

Educate and influence with thought leadership

Relevance

- Thought leadership
- Public relations connections
- Targeting healthcare facilities
- Expert content writers

The challenge

Forcura is a SaaS platform that bridges the gap between acute care and long-term post-acute care.

Forcura did not have any established thought leaders within the company, so we built a strategy to make the CEO a thought leader and establish a foundation of Forcura's media outreach and communications program.

The approach

KNB built a program to highlight the paradigm-shifting SaaS platform Forcura offers in to Long-Term Post-Acute Care (LTPAC) domain. KNB designed multiple campaigns to educate and influence home care agencies and long-term care centers.

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The results

67
placements

KNB secured 67 placements in year 1 of establishing the foundation of Forcura's communications program.

150M
reach

KNB generated reach of nearly 150M in targeted audience in year 1.

\$2M
AVE

The equivalent cost of coverage based on paid advertisements would have cost the client \$2M.

01

Create a thought leader
KNB worked with the CEO, Craig Mandeville, to shape his personal experience into true thought leadership.

02

Media outreach
Local, trades, and national media relationships all came into play.

03

Teamwork
Forcura produced SMEs and answered interview questions quickly, also trusting KNB writers to ghostwrite. The results = massive.



Crain's New York

Describing how Visiting Nurse Service of NY (VSNY) is leveraging Forcura's platform for intake and referral management as well as physician ordering and tracking in an automated way

Home Healthcare News

Outlining the value proposition Forcura brings to streamlining patient data and information



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