



18 months = \$60M investment

Case story

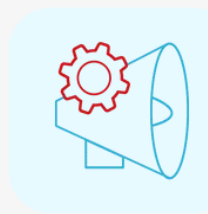
Moving minds in healthcare for over



Attracting investors | HealthGrid



Case study



Goal

Attract the eye of investors; get acquired



Target

Large providers, physicians, hospital system IT departments



Strategy

Omni-channel approach

Relevance

- Growth-stage
- Health-tech
- Targeting health systems
- Integrated approach
- Thought leadership

The challenge

HealthGrid is a mobile patient engagement SaaS platform that offers value-based quality measures.

HealthGrid asked KNB to help them build their reputation in the eyes of investors.

The approach

KNB developed a unique PR and social media strategy to create awareness with top health IT executives and the EHR segment to influence decision makers. Managed all social media profiles, media content and distribution channels.

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The results

30%
increase in
web traffic

Website traffic increased over 30% in the first year.

40%
growth of
social profiles

Social media profiles grew by 44% within the first six months.

\$60M
company
acquisition

KNB played a large role in creating investor and industry visibility that led to company acquisition by Allscripts for approximately \$60M.

01

Thought leadership

KNB wrote thought-leadership bylined articles for HealthGrid's CEO and leveraged our relationships with top IT publications to secure placements.

02

PR campaign

KNB developed innovative PR campaigns, including Q&A segments, case studies and original content for website and third-party publications.

03

Email marketing

Managed email marketing campaigns to drive website traffic, gated content downloads and lead generation.



 HealthGrid

 Allscripts®

KNB also led the effort for trade show lead generation, media briefings and customer event.



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