

## Case study



## The challenge

Originating as a research project at Stanford University in 2011, Atropos Health spun off as its own company in late 2020, pioneering a new clinical consult that answers complicated medical questions in hours, as opposed to days. The original project envisioned a world where clinicians and researchers could press a button and have queries answered immediately without sacrificing accuracy. Atropos has brought this idea into reality with their Prognostogram, partnering with major healthcare organizations, including the American Society of Clinical Oncologists (ASCO) and the Mayo Clinic, leveraging real-world data to support clinical care immediately. Leadership at Atropos sought to highlight the major impact their machine-learning technology has had on healthcare in such a short time. A prestigious award offered an opportunity to spread awareness of their work and reach healthcare organizations who could immediately improve patient care with Prognostograms.

## Relevance

- Health tech
- Start ups
- Awards
- Public relations



# The approach

KNB Communications researched awards and recommended that Atropos apply for the UCSF Health Hub: Digital Health Awards. Though extremely competitive, the awards are incredibly well-respected in the industry. They are the leading awards show in the health tech industry awarding the next best products and technologies in the digital health space. Companies from around the world submit to have their technology reviewed and judged by a panel of internationally-recognized experts.

Based on years of experience, KNB was aware of the criteria the judges would be looking at, including: customer validation, market traction, scope of problem, level of differentiation, clinical impact, clinical validation, ease of use, and cost saving. KNB wrote a compelling 1,500 word submission addressing each of these points with proof points gleaned from interviews with Atropos executives. KNB also coached Atropos through making a submission video and edited the video for maximum impact.

# The award



# The results



There were **over 1,200** applicants and only 55 winners named—a 0.05% success rate.

Results were announced at the annual HLTH conference in front of an audience of **1,500** people composed of industry professionals.



The KNB press releases garnered **633** pickups and **569** engagements, almost 2x the average benchmark for similar releases.

KNB earned **8** media placements in top-tier publications within the month of the award announcement.

*“This year’s winners represented the amazing maturity in and continued acceleration of healthcare innovation. It’s fun to be able to celebrate with the companies and do it at the HLTH conference.”*

— Mark H. Goldstein, Executive Producer of the Digital Health Awards show