

# Coverage in outlets including Becker's Hospital Review and Healthcare IT News

**Location:** New York

**Market:** B2B / B2C

**Industry:** Medical Record Software

## **Challenge:**

An electronic medical record software company was struggling to stand out in a very crowded marketplace. The company focused on specific disciplines in the medical field – radiology, ophthalmology, and optometry, so it needed a focused solution.

Executives, eager to increase their standing in the industry, turned to Interdependence Public Relations for solutions. IDPR implemented a campaign focused on securing impactful media coverage that elevated the organization's stature across the healthcare IT, and specialty medicine spaces.

## **Solution:**

Relying on a mix of thought leadership outreach, customer success stories, and product and feature announcements, IDPR secured an average of four monthly placements across the targeted media outlets. Because conferences are such a significant element in visibility in the medical world, IDPR additionally supported the company around the most renowned events and conferences each year.

On-site press briefings with respected editors, reporters and trade associations in the industry were part of the communications mix. On-site product demos were set up at events such as the Radiological Society of North America (RSNA)'s Annual Meeting and the American Academy of Ophthalmology's yearly conference. These events yielded critical relationships, sales and new contacts.

## **Results:**

Throughout the company's campaign, the IDPR team scored an average of 4 placements a month with coverage in outlets including Becker's Hospital Review, Healthcare IT News, Fierce Healthcare, Radiology Today, Ophthalmology Times, and scores of other publications. The media coverage was credited with dozens of hospitals, healthcare organizations and physician practices to adopt the company's solution.

The company received a 150 percent ROI as a result of the IDPR success.