

## Customer Challenges We Solve



HCPs receive a significant number of communications, and brand teams are challenged with breaking through communication clutter and engaging their HCP audiences



There is concern that national KOLs are not as relevant and influential to HCPs because they are not practicing within the same local healthcare environment



The benefits of regional marketing are well understood, but brand teams are concerned that these efforts require significant resources and time to deliver and are not scalable

## Our Customizable Solutions

Provider Solutions targets your brand's top opportunity geographies based on an analysis of the market drivers. Regional surround-sound campaigns are developed within targeted markets, successfully engaging HCP audiences with relevant market-specific communications.

Each communication is customized to strengthen brand messaging through the **power of local KOL influence and inclusion of local data and insights.**



# The PracticeShare® Platform

Our PracticeShare platform uses a templated approach and multiple channels to create deep engagement and share of voice. We have developed unique, proven processes which create regional programs that are easily scaled through additional markets, KOLs, templates, or channels.

**Printable communications** are designed as high-science messages with supporting local data and KOL points of view. These pieces are excellent sales leave-behinds, direct mail pieces, and convention handouts.

**Our communications can also be emailed** to hard-to-access targets. The emails are sent from KOL-specific email addresses to boost open rates and increase share of voice well above national averages.

**Market-specific landing pages** continue the regional experience for your audience, providing strong calls to action and physician-level behavior metrics.

Rather than create hundreds of regional videos, which can be time-consuming and very costly, our **regional video platform** creates local market introductions to your existing video assets to quickly connect your message with your key HCP audiences.



## Customer Benefits

In over a decade of focusing on Provider Solutions, we have successfully engaged hundreds of thousands of HCPs from many of the top specialists including primary care physicians, oncologists, cardiologists, endocrinologists, gastroenterologists, urologists, psychiatrists, pharmacists, NPs/PAs, and many more.

### 1 RELEVANT

Strengthens messaging by making it relatable to each targeted healthcare community

### 2 ENGAGING

Draws on the strong peer influence provided by local HCP supporters

### 3 SCALABLE

Applies best practices created over years of experience to efficiently scale the solutions

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