



Defining a New Industry Category and Increasing Media Coverage by 300% — A PR Strategy for Actium Health

BACKGROUND

Actium Health is a CRM (Customer Relationship Management) Intelligence company based in Palo Alto, California, offering a new AI-driven approach for healthcare provider organizations to predict and identify high-risk patients and driving them to care via proactive outreach. With the goal of raising the company's profile through earned media, the Heurisay PR team drives Actium Health's thought leadership and speaking efforts.

CRM Intelligence combines the power of artificial intelligence (AI) with a health system's Electronic Medical Record (EMR) data to identify a provider's highest-risk and highest-value patients for any given outreach campaign; it's about moving from patient engagement to patient activation.

For example, during the COVID-19 pandemic, preventative cancer screenings essentially stopped, raising concerns of a secondary pandemic of late-stage diagnoses leading to poor outcomes. As clinics re-opened for elective screenings, it was imperative to find the patients that were at the highest-risk and prioritize those individuals for outreach and care. New Jersey-based health system Virtua Health leveraged Actium Health's CENTARI platform to target high-risk individuals in order to encourage screenings. As a result, 11,310

mammograms were scheduled and 1,395 breast cancer diagnoses were made in patients who may have otherwise postponed screening due to pandemic-related fears.

THE CHALLENGE

The challenge for Actium Health is two-fold.

First, they are creating a new category of CRM Intelligence that links patient data to actionable insights. Healthcare marketers have unsuccessfully relied on CRM systems to build holistic profiles of patients, but have failed to leverage the data and insights to drive timely, relevant outreach to activate patients and drive them to care. This means that most of the target audience for Actium Health may not even know that there is a problem to solve. It is up to Actium to prove the value of shifting to a new way of doing things.

Which brings up the second challenge. Historically, the healthcare industry has been slow to adopt new technology due to budget and cultural constraints. A basic CRM is currently the path of least resistance with unquantifiable ROI, lengthy implementation, and falls short of helping systems achieve their business objectives. Actium Health must not only prove the value of change, but demonstrate immediate value, ROI, and impact.

STRATEGY

As a company that helps healthcare marketers achieve their goal of driving patient appointments and retention, Actium Health seeks to be a valuable partner to those marketers and their organizations. Heurisay helps accomplish this through three strategies:

1. ANNUAL CONSUMER RESEARCH. For two years, Actium Health has conducted a survey of consumers in order to quantify communication and engagement preferences regarding the provider/patient relationship. Each year, the research demonstrates how, following COVID-19, consumer preferences have – and continue to – evolve. Armed with this rich and unique data, Actium Health helps provider organizations better understand their audiences and how best to not only engage, but activate them to take actions that can lead to improved health outcomes.

Heurisay CEO Kristin Faulder shared more insights into a data-driven thought leadership strategy in her Forbes column [here](#).

2. DEFINE CRM INTELLIGENCE THROUGH THOUGHT LEADERSHIP. When long-standing, traditional and trusted tactics are in place, it's important to educate audiences on the value new approaches and solutions can deliver. Through a combination of traditional media outreach and client-authored bylines in key industry publications, Actium Health is able to introduce the concept of CRM Intelligence, generate discussions about new types of patient outreach and activation, and present other topics that are key to the company's business model.

3. EXPERT RESOURCES. In addition to the focus on CRM Intelligence, the skilled professionals at Actium Health can speak to topics that regularly matter to both healthcare marketers and the media. Using the unique AI technology at their disposal, Actium Health can provide insights into things like healthcare equity, DEI efforts and reaching patients who have traditionally been left out of the healthcare system.



RESULTS

The annual Heurisay-managed and designed research campaign has driven value across the entire marketing organization – from media to lead generation.

- The research and subsequent findings drove a 300% increase in media coverage month-over-month.
- The report was directly responsible for media coverage in top-tier industry publications, including [Fierce Healthcare](#), [MedCity News](#), [Advisory Board](#), and [PatientEngagementHIT](#).

The annual study has been the most downloaded piece of content on the Actium Health website.

- The research report drove 1/3 of the company's leads.
- The report and new leads led to a significant increase in MQLs (marketing qualified leads).



Heurisay's creative approach to media and content and strong aversion to stagnation have led to consistent successes, from brand awareness to lead generation. Heurisay is a true partner that gives me headache-free execution and guaranteed results.



Alan Tam

Chief Marketing Officer, Actium Health