



CASE STUDY

RELAYHEALTH RIDES THE LEAD-GENERATION WAVE

RelayHealth, a McKesson connectivity business, helps accelerate the delivery of high-quality care and improve financial performance. Its intelligent network streamlines clinical, financial and administrative communication between patients, providers, payors, pharmacies, pharmaceutical manufacturers, and financial institutions.

RelayHealth tasked Arketi Group with driving awareness of its Payor Connectivity Services group. The company wanted to educate its target audience on how RelayHealth could help them meet new compliance and regulatory requirements; it also was looking for increased awareness, leads and sales meetings with senior-level healthcare executives.

HOW WE DID IT

Arketi we developed a lead generation campaign based on *New Yorker*-style cartoons. The theme **Are You Ready for the Waves?** centered on a series of legislative changes the healthcare industry was preparing to deal with, known as 5010 and ICD-10.

The campaign highlighted how RelayHealth's solution could deliver monetary savings through a simplified and streamlined approach to meeting these upcoming requirements.

CARTOONS We created a series of cards about surviving the "waves" of change in the industry, using cartoons to inject much-needed humor into the serious conversation around pending legislation. Additional collateral was developed to highlight the timeline of expected legislative changes.



Sales pipeline from this campaign



Sales appointments generated



Campaign potential ROI

The cartoon cards were sent in three stages, with each mailer containing a personalized letter, the cartoon and collateral. The mailings all included a call-to-action that encouraged healthcare professionals to visit a microsite we created about the new legislation, and to schedule an appointment with a RelayHealth team member.

LUMPY MAILER In the last mailer, the final cartoon was sent inside a RelayHealth-branded picture frame, which gained attention as a “lumpy mailer.” Many recipients kept the picture frame on their desk, helping RelayHealth stay top of mind. The program also was supported by telemarketing.



“Arketi has provided strategic direction and leadership that has delivered real results. I value their creativity and counsel.”

TAMYRA HYATT

SENIOR PRODUCT MARKETING MANAGER – RELAYHEALTH

THE RESULTS WE ACHIEVED

This campaign exceeded client expectations by securing nearly \$1 million in potential revenue. The campaign secured some 60 appointments, exceeding the objective. For a campaign with a modest budget, the potential return on investment came in at over 5,000%.

RECOGNITION In addition to these business results, this campaign was honored with a Phoenix Award from the Public Relations Society of America and the award for Best Integrated Marketing of the Year from the Technology Association of Georgia.