



Branding & Marketing for Healthcare IT Company

PROJECT DETAILS

 Web Development

 Aug. 2021 - Ongoing

 \$50,000 to \$199,999

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PROJECT SUMMARY

Clover Collective is in a multi-phase marketing project with a healthcare IT company. They reimaged the client’s brand and are now implementing it in a website revamp and marketing strategy and materials.

PROJECT FEEDBACK

The client has a comprehensive branding roadmap — the feedback on the deliverables so far is very positive. Clover Collective’s understanding of the digital marketing space has been beneficial for the client during the COVID-19 pandemic. They stick to a set timeline and consistently hit deadlines.



The Client

Introduce your business and what you do there.

I am the Chief Growth Officer for overseas sales and marketing for Curation Health, a clinical decision support platform for value-based care. We support provider groups, payers, health systems, and in-home primary care vendors that are shifting to value-based care.

The Challenge

What challenge were you trying to address with Clover Collective?

We had explosive growth over the last two years and wanted to reimagine our brand.



Kyle Swarts
Chief Growth Officer, Curation Health



Healthcare



11-50 Employees



Annapolis, Maryland

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

We are in a 100% remote, multi-phase marketing project with Clover Collective. Clover Collective has assisted us with branding work, including outlining our mission, values, target market personas, and anything related to our market-facing opportunities. They guided us through a two-day virtual branding exercise.

The next step will be us using these exercises to hone in on a couple of areas we need to work on, including our sales deck, social media, digital marketing initiatives, and a revamp of our website. Eventually, we'll work together to curate lead generation opportunities.

They're going to complete the website revamp and do some additional white paper and market-facing initiatives over the next 12 months of our partnership. On this project, nothing can happen until we have a comprehensive marketing plan.

What is the team composition?

I connected with three core teammates, Monica (Director, Client Success), Tina (Co-Founder), and Brionne (Co-Founder).

How did you come to work with Clover Collective?

Our CEO had a previous work relationship with Tina from an earlier venture. When we realized we needed branding help, we went directly to them, and they listened and learned about us, then we moved into a partnership.

There wasn't an extensive, competitive analysis of other companies – we knew that Clover Collective's work was tried and true and they understood our market and leadership expectations.

How much have you invested with them?

We've invested under \$100,000 with Clover Collective.





What is the status of this engagement?

We began working together in August 2021 and the project is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Since we've only completed a branding session, there aren't any actual metrics. However, we have a comprehensive branding roadmap with an overview of strategy, a plan, and all the deliverables we're working on now.

The feedback has been overwhelmingly positive, and it's enough for us to proceed right into the next phase of work — we'll continue to march down the path they laid for us.

How did Clover Collective perform from a project management standpoint?

I'd give their project management a 10 out of 10. We are a growing organization, so it is critical that they are organized, and they are. They give me biweekly or weekly updates on where we stand, where they stand, and what we owe each other.

They had no issues hitting the first deliverable or timeline — they haven't missed a deadline yet. Even when I'm running around like a mad man, they keep me on task.





What did you find most impressive about them?

We see Clover Collective as trusted advisors – they're knowledgeable about the marketing landscape. Their knowledge of digital marketing, particularly during the global pandemic, is excellent. The Clover Collective team knows the importance of engaging buyers and potential leads in different digital tactics.

They are very professional and will push back on some of our ideas and concepts – we can get stuck using the same creative ideas repeatedly. They are good at using their experience and successes from outside of the healthcare industry to help creatively.

Are there any areas they could improve?

I have no coaching points for them.

Do you have any advice for potential customers?

Customers need to be clear in their scope of work – they need to know what problems they are trying to solve and the sequence of what they're trying to work towards.

It may be easy to think of all the components that a customer needs, but the timing of all of them needs to be laid out. Tina and Brionne know the steps that need to be taken to build a strong foundation. If the customer is clear about what they want, Clover Collective can manage the scope and executive deliverables.

