




Marketing & Branding for E-Health Record Company

PROJECT DETAILS

 Branding

 Mar. - Jun. 2020

 \$50,000 to \$199,999

 *"They were very organized."*

PROJECT SUMMARY

Clover Collective was tasked to become an electronic health record company's marketing team. The vendor was expected to seek recommendations that improved their overall branding.

PROJECT FEEDBACK

Clover Collective showed knowledge of the healthcare space and willingness to look at their primary competitors. They also handled ad hoc emails and phone calls in an organized manner. In the end, the client wanted to engage with them more if they had more budget for further projects.



The Client





Please describe your company and your position there.

I was the Chief Medical Officer for TransformativeMed, a software company that builds inside of the electronic health record (EHR) to enhance usability by creating specialty and disease-specific views of information.

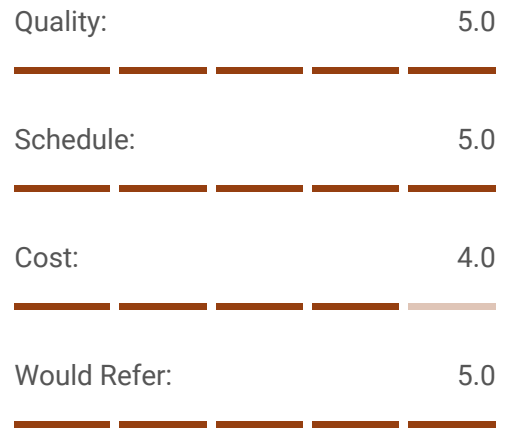
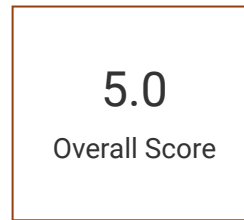
The Challenge

For what projects/services did your company hire Clover Collective, and what were your goals?

Despite being a formal company since 2011 and having over 130 hospitals using our products around the world we were largely unknown in the industry. Additionally, without a dedicated marketing team many of our efforts seemed amateurish and outdated. We turned to Clover to seek recommendations on "finding our voice", modernizing our brand and increasing market awareness.

-  **Rodrigo Martinez**
Chief Medical Officer,
TransformativeMed
-  **Healthcare**
-  **11-50 Employees**
-  **Seattle, Washington**

CLIENT RATING





The Approach

How did you select this vendor?

I knew Tina from prior work together at Clinovations. I'd always been impressed by her ability to convert complex ideas into simple and pleasing graphics and messaging.

Describe the scope of their work in detail, including any steps and the final deliverables.

They began with interviews and a review of our website along with a review of our printed and video collateral. We also had remote group sessions to encourage our teams to think together. Finally, they delivered final recommendations to us.

How many people from the vendor's team worked with you, and what were their positions?

I don't recall all of the people but I'd say at least 5 different people from Clover Collective were "client facing" at some point or another.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Clover Collective provided final recommendations just before I left the company to go to my current organization.

Describe their project management style, including communication tools and timeliness.

Weekly meetings b/n their project manager and one assigned on our end along w/ ad hoc emails and phone calls with our CEO and with me. They were very organized.





What did you find most impressive or unique about this company?

Their knowledge of the healthcare space and willingness to look at what our primary competitors are doing in order to help us differentiate ourselves.

Are there any areas for improvement or something they could have done differently?

I wish we'd had the budget to engage them in execution of their proposed ideas, too!

