



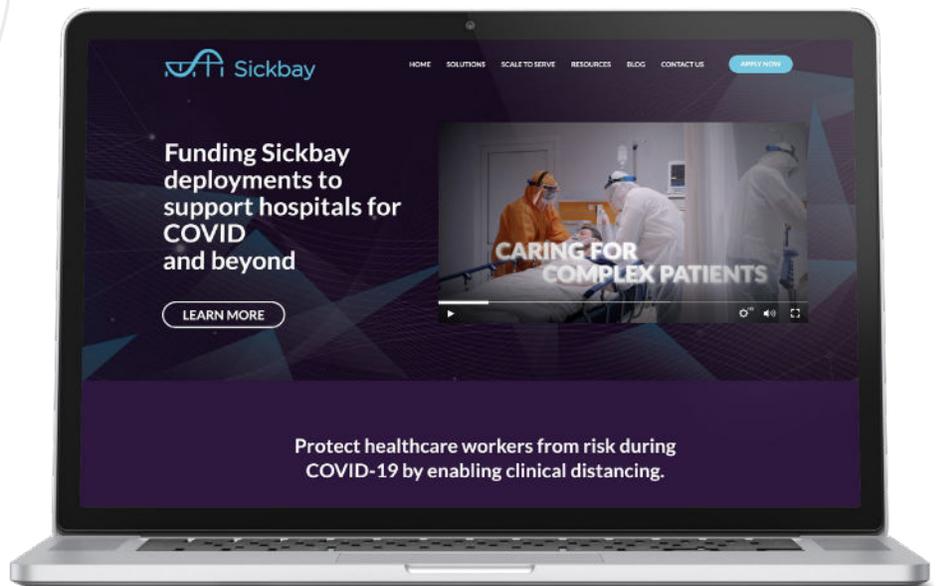
case study



madison/miles Influences Over \$1 Million in Revenue for Healthcare Tech Startup

Houston-based Medical Informatics Corp. (MIC) was already working with madison/miles media to execute its strategic communications plan when the COVID-19 pandemic began sweeping across the U.S. The onset of the coronavirus outbreak presented an urgent need for MIC to be able to deliver its message immediately to the healthcare decision-makers who were desperately looking for solutions.

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the opportunity for MIC

MIC is an innovative healthcare company that specializes in sophisticated patient monitoring, real-time predictive analytics and patient-centered healthcare to improve patient results, expedite intervention and reduce risk by allowing more informed, data-driven decisions. Its flagship platform is Sickbay, a clinical surveillance and analytics platform that is cleared for patient monitoring, analytics and alarm distribution.

While the COVID-19 pandemic created a crisis for hospitals and healthcare workers around the globe, MIC's Sickbay offered a unique solution. Sickbay incorporates data monitoring, analytics and risk calculation into virtual ICUs that allow hospitals to reduce risk to healthcare workers via remote monitoring of up to 100 patients on a single screen.

When the pandemic broke, it was clear that Sickbay was uniquely positioned to solve multiple problems, and madison/miles media quickly developed and deployed a strategy to help position MIC for success.



14,000

views in the first
two months

the m3 response

The most immediate need was to create a website that was consistent with MIC's branding and was indicative of the sophisticated solutions provided by Sickbay.

In less than one month, m3 designed and deployed a comprehensive website that showcased the features of Sickbay, complete with videos, a blog and white papers supporting the COVID-19 initiative.

Sickbay also became part of Intel's \$50 million pandemic response initiative to combat coronavirus, which led to the creation of a Scale to Serve Program for MIC. The program funded the rapid deployment of the Sickbay platform in hospitals, with Intel absorbing the implementation fees and MIC waiving software subscription license fees for qualifying hospitals.

The MIC website needed to explain the program and the Sickbay platform to encourage action. At the same time, m3 needed to create immediate ways to drive traffic to the site.

how we did it

In addition to the robust website, m3 developed a sales enablement strategy to reach out to key stakeholders in the medical industry. The email campaign, sent as a marketing tool directly from the MIC sales team, opened the conversation with C-suite leaders and allowed immediate interaction.

m3 was able to instantly create more awareness about the Sickbay platform and the Scale to Serve Program among the audience that needed it most.

The website chat feature allowed MIC to be attentive to the interests of potential customers and provided an effective forum for further explaining and demonstrating Sickbay's strengths and functionality.

how it worked

The sales enablement strategy provided fast results for MIC. Emails delivered a 4% reply rate, which is four times the average reply rate for cold emails. Propelled by our marketing strategy, the newly designed website received 14,000 views in March and April alone.

Potential First Year Revenue Snapshot

Open Opportunities	Closed Business	Other Leads
\$2.8 million	\$1 million	\$1.1 million

Additionally, the innovative approach received attention from media outlets including the Wall Street Journal and Becker's Health IT.

conclusion

m3 was able to quickly spring into action to expedite the timeline and deploy an all-encompassing strategy when needed. Marketing impact on the sales team's ability to generate leads and close opportunities came through in the company's bottom-line metrics.



Are you considering a digital marketing strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

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