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## Cogent Healthcare, Inc: Client Results Leveraging a Case Study for Media Coverage, Speaking Events, and Lead Generation

How leveraging a client case study as the cornerstone for the company's marketing plan expanded an inpatient management services company.

### The Company

Cogent Healthcare, Inc. based in Irvine, Calif., is a leading provider of services that improve the well being of hospitalized patients while reducing their associated costs through the creation and management of inpatient-based physician networks. Its vision is to improve care and efficiency by reducing variations in care, establishing best practices, identifying and removing barriers to efficient care, and measuring outcomes. To this end, the company provides comprehensive programs in clinical care staffing, communication, and data management that support the hospitalist physician in the delivery of inpatient care. Cogent Healthcare, Inc. has been a client of Scott Public Relations since 1999.

### Strategic Issues

In 2001, Cogent expanded its target markets from health plans and medical groups to targeting primarily community hospitals for its inpatient management programs. Pivotal to the company's overall growth is to educate hospital administrators, chief medical officers, and physicians about such benefits, help overcome potential resistance to change, and encourage acceptance and referrals by primary care physicians.

Scott Public Relations (SPR) supported this market expansion with an ongoing business-to-business communications campaign designed to accomplish desired business and communications objectives. These objectives included generating awareness and interest in Cogent's services and comprehensive inpatient model among target audiences in support of business and revenue goals; positioning the company as the leader in inpatient management services and communicating how Cogent programs addressed and helped to solve the major problems faced by hospital administrators today.

Targeted audiences consisted of hospital management, health care vertical trade media and physician vertical trade and business press.

### The Tactical Solution

Scott Public Relations' communications strategy focused on utilizing the documented results of the first year of Cogent's program at Baptist Hospital in Pensacola, Florida, where Cogent hospitalists achieved improved clinical results and cost savings; supplemented with results achieved in other hospitals.

A 12-month tactical plan was developed that included devising messaging describing the Florida case history and relevant benefits; press materials development; creation of marketing collateral to extend media coverage and reinforce key messages to vertical audiences; securing speaking engagements for senior Cogent leadership at meetings of the industry's most prominent organizations such as The American College of Healthcare Executives, Healthcare Financial Management Association, Medical Group Management Association, American Association of Health Plans, the American College of Physician Executives and National Managed Healthcare Congress. Additionally, bylined articles by senior executives were placed in health care, physician and insurance industry trade press.

Recognizing that potential customers and prospective physicians will consult the company Web site to obtain information, Scott Public Relations developed new content for the Web site and coordinated the inclusion of PR materials, articles and Cogent newsletters on the Web site to leverage these communications tools for multiple audiences.

### Results

The campaign produced impressive results. Media placements made 598,339,043 impressions over a one-year period, raising awareness of the company's new programs through placements in key national trade and vertical physician press including Modern Healthcare, HealthLeaders, Healthcare Executive, Physician Executive and VHA Alliance.

Customer interest was generated for the company's services through the communications campaign. New prospects and sales leads were generated through visibility created by news articles, speaking engagements, mailings, and newsletters.

Cogent's company leadership was elevated via articles that appeared in six of seven leading trade and vertical industry publications. Six speaking engagements were secured at high profile trade industry events in first year. The resulting visibility positioned Cogent as an industry leader by highlighting the expertise of Cogent physicians as pioneers in the emerging hospitalist field, and the success of the Cogent model in hospitals.

### Scott Public Relations...

"A Step Ahead" is a publication of Scott Public Relations ([www.scottpublicrelations.com](http://www.scottpublicrelations.com)) a public relations firm specializing in business-to-business communication for firms in health care, insurance and technology. Scott Public Relations helps its clients, ranging from Fortune 100 firms to start-up companies, stay "A Step Ahead" in their marketing programs and in their industries.

### For More Information

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### Can a Case Study Jump-Start Your PR and Marketing Campaign?

- Does your company have case studies that can underscore the success of your product or service?
- Do you and your customer have metrics that document the success of the program in terms of increased revenue, decreased cost, or improved quality?
- Are your clients credible experts in their field, and are they willing to lend their time to interviews and speaking engagements?
- Is the program or product new and/or unusual so that its application and success illustrate innovation in your field?