

# Digital Planning Helps Young Telehealth Provider Secure \$10MM in Funding

INDUSTRY: Healthcare

SUB-SEGMENT: Telehealth, Urgent Care

Length of Engagement: 2019 - Present

SIZE OF ENGAGEMENT: \$10k per month

PRIVATELY HELD

## About Remedy

Remedy was founded by an emergency medicine physician in 2015 to give consumers in the Greater Austin area access to on-demand urgent care services. Instead of going to an ER for minor emergencies, incurring exorbitant medical bills in the process, patients can arrange house calls or video visits with a physician for near-instantaneous treatment from their computer or smartphone.

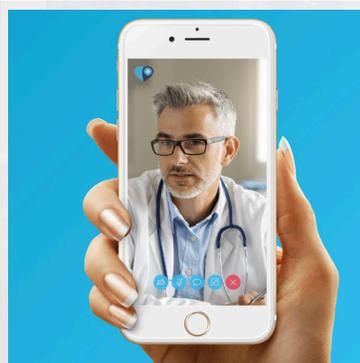
Leverage first met with Remedy in 2018 to present new opportunities to grow their consumer base and broadcast their message on additional channels. They saw value in our healthcare experience and Digital Analysis and Amplification plan but didn't feel they could afford to invest in external digital marketing services. We needed to convince Remedy we could implement strategies and get results faster and for a lower cost than an in-house marketing team.

## Our Strategy

Our findings showed that Remedy's organic search rankings suffered from changes to Google's search algorithm that disproportionately affected healthcare sites, and we uncovered numerous opportunities to expand their consumer base through improved geotargeting and run paid search campaigns on different channels. Based on these insights, we developed actionable plans for implementing and executing strategies to expand Remedy's market share and consumer base, each accompanied by a clear budget. Our presentation convinced Remedy that hiring Leverage as a partner would help them grow their business more successfully and efficiently than they could themselves.

## Key Tactics

- Delivered exhaustive digital analysis, including competitor analytics and a full-scale digital marketing plan
- Created 90-day SEO plan to increase organic search traffic by creating new website core pages describing individual providers, treatments, and service locations
- Developed plan to mitigate the effects of future algorithm changes with content that will improve E-A-T ranking (expertise, authoritativeness, and trustworthiness)
- Built paid media strategy for reaching new audiences through building separate campaigns for exact and broad match keywords
- Outlined budget and motivations for running new paid campaigns on Facebook, Instagram, and Bing



## Major Win

Our actionable and cost-effective marketing plan helped Remedy secure \$10 MM in Series A funding in 2019, using some of the money to hire Leverage soon after.

*"Everyone at Leverage went above and beyond to show us new and better ways of growing our business through digital marketing—and we hadn't even signed a contract with them yet. I can't wait to see the results they'll get for us now that they're part of our team."*

—Justin Jaksha, Chief Operating Officer

