

CORE SOLUTIONS CASE STUDY

How This EHR Provider Increased Leads Through Content Marketing

BY SAGEFROG MARKETING GROUP

EXECUTIVE SUMMARY

Core Solutions is a progressive leader in transforming the behavioral, medical and social services experience with its highly successful integrated electronic health records (EHR) platform, Cx360. This flexible technology platform ultimately improves provider and client relationships, but Core Solutions also sought to strengthen a relationship of their own. With the help of Sagefrog, the Company dedicated resources to improving its relationship with prospective customers in order to expand the reach of Cx360 and its accompanying services. Core Solutions aimed to achieve this by targeting multiple buyer personas and positioning themselves as a thought leader in the health IT industry. Through a customized integrated marketing strategy, Sagefrog employed digital, email and content marketing to meet both of these short-term goals and establish ongoing tactics to foster continued growth.



CHALLENGE

Produce unique content that will reach and influence multiple target markets



SOLUTION

Content marketing and email, optimized across all digital channels



RESULTS

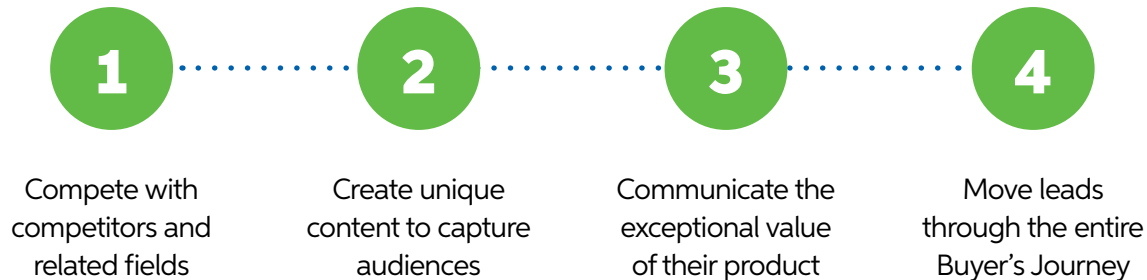
A larger market influence and tripled website traffic, among other improved KPIs

CHALLENGE

For Core Solutions, there couldn't have been a better time to partner with Sagefrog, an experienced B2B marketing agency whose mission is to accelerate client success. Core Solutions was facing a great influx of information and content in their industry – on the Internet, in particular – which made it extremely difficult for their brand to be seen and heard among competitors.

The cause of this information overload was a federal healthcare mandate that required all healthcare organizations to use Electronic Medical Records (EMRs), which encouraged providers to move away from paper records and optimize the delivery of care. Information regarding EMRs and EHRs flooded the online space that Core Solutions had hoped to take advantage of.

In order to achieve their goals, Core Solutions needed a way to:



SOLUTION

The saturated online marketplace created what seemed like an initial barrier to success, but because the behavioral health industry was a popular topic of discussion, it only served to amplify Core Solutions' market opportunity. Sagefrog immediately saw this as a chance to boost influence through a comprehensive integrated marketing strategy that tied together digital, email and content marketing to attract, close and nurture qualified leads. HubSpot was the unique platform that housed these combined efforts and laid out the required elements for the first and subsequent campaigns.

Using market research, Sagefrog developed three main buyer personas to guide content:

1



IT PROFESSIONALS

Content focused on product integration and system architecture

2



CLINICIANS & OTHER HEALTHCARE PROFESSIONALS

Content focused on patient needs

3



MANAGEMENT EXECUTIVES

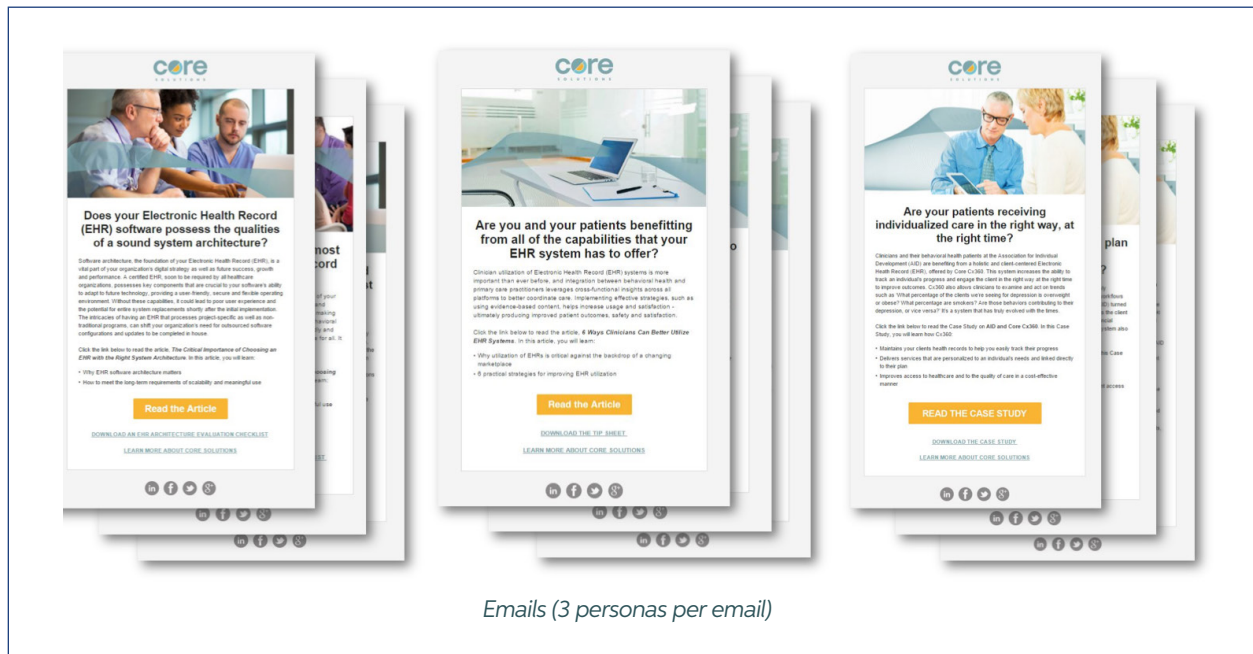
Content focused on trends and cost savings

SOLUTION

An integrated marketing plan dictated tactics such as blogs, personalized emails and premium assets like infographics, checklists and tip sheets that catered to the needs of each persona during each stage of the Buyer's Journey:

BUYER'S JOURNEY STAGE	AWARENESS	CONSIDERATION	DECISION
Marketing Goal	Help each persona recognize EHR need(s)	Help each persona compare, differentiate & reduce risks of Core's EHR Platform	Help reinforce each persona's final EHR decision
Content Needs	Neutral EHR challenges & issues blogs Educational downloads on EHR trends & implementations	EHR company comparison guides Detailed pricing & options sell sheets Testimonials & case studies	Free consultations & limited-time offers Software demos & "what to expect" tip sheets Savings & guarantee(s) information
Core Solutions' Content Samples	Blog: Throwing in the Towel: How to Know It's Time to Switch EHR Vendors Blog: Behavioral Health Challenges Forecast for 2017 Blog: Common Barriers to EHR Implementation	Comparison Guide: The Difference Between EHR Platforms and EHR Software Infographic: 4 Ways EHRs Are Saving the Environment and Your Agency Tip Sheet: The Importance Of Selecting The Right EHR Partner: An EHR Return-On-Investment Analysis	Tip Sheet: 6 Key Lessons for a Successful EHR Implementation Blog: Be In The Cost Control Seat Of Your Next EHR: An Exploration Of Typical Cost Drivers Within An EHR Purchase Offer: Request a Software Demo of Cx360

SOLUTION



Emails (3 personas per email)

Authorized Provider of EHR Solutions for Grant Recipients

Welcome to the Core Solutions NYC Provider Information Center

Find out how to apply for and potentially qualify to receive funding from the New York City Behavioral Health-Information Technology & Home and Community Based Services Grant.

*Core Solutions, Inc. is an authorized provider of EHR Solutions for these grant recipients.

Contact us today to learn more about this grant

WHAT IS THE PURPOSE OF THE GRANT?

- To provide assistance to HCBS providers for the adoption, implementation and use of HCBS approved solutions
- To enable case documentation and billing capabilities for HCBS services

DOES MY AGENCY QUALIFY FOR THE GRANT?

Find your agency name on this list of potentially qualified providers.

[New York City](#)
[New York State](#)

WHERE CAN I GO TO LEARN MORE?

Register for an upcoming informational, no obligation webinar sponsored by Core Solutions:
May 4: [Register Here](#)
May 11: [Register Here](#)

GET MORE INFORMATION ABOUT NYC CX360 HCBS

Contact Name

Phone Number

Email

Agency Name

Address

CEO

Authorized Agent

Number of Named Users

Preferred Implementation Date

Grant Status: ☐ Applied ☐ Awarded

Please list names of all electronic health records or billing software you are currently using:

[LEARN MORE](#)

HOW MUCH DOES CX360 COST?

[FILL OUT THE FORM ABOVE](#) to receive a price quote within 24 hours.

WHEN CAN WE START OUR IMPLEMENTATION OF CX360 NYC EDITION?

Implementation begins on a first-come, first-served basis. Sign-up begins on May 1, 2016.

WHERE CAN I SIGN UP FOR THE NYC CX360 HCBS PROVIDER EDITION?

[FILL OUT THE FORM ABOVE TO SIGN UP](#)

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Cx360 Landing Page



Fact Sheet

RESULTS

The well-curated content and clear marketing focus initially tripled traffic on Core Solutions' website and allowed the Company to expand its geographic footprint through new partnerships and incoming leads. All of this was achieved in less than five months' time, but the integrated strategy executed by Sagefrog established a proven formula for exponential growth thereafter.

Core Solutions continued to utilize targeted email campaigns and regular blog content to nurture leads through HubSpot, supplementing these tactics with creative assets, digital outreach and event marketing.

In fact, within one year's time, the efforts exceeded the campaign's performance expectations:

WEBSITE	EMAILS	CONTACTS
163.91% website visit increase	945% email open rate increase	728.58% contacts increase
17.97% landing page conversion rate	434% email click-through rate	603% leads increase

Core Solutions continues to excel using these marketing tactics, which have helped them secure strategic partnerships that led to the Company's expansion across the United States. Their success with Sagefrog highlights the importance of a multifaceted marketing approach and the inclusion of content marketing in regular campaign planning. Core Solutions' results are representative of the power of content marketing in reaching key target audiences and positioning a company as a trusted thought leader in their industry.



**Learn how Sagefrog can help
accelerate your company's success
through content marketing and
other proven B2B tactics.**

For more information or help getting started, contact us at:
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