



Health Care's Only Secure EFR™ (Electronic Fax Record)

OVERVIEW

SecureCare Technologies is a health care focused company which had gone through reorganization and was re-emerging into the marketplace with a new product designed for a specific niche market within the health care information technology (HIT) sector. Following a corporate re-branding and the completion of their new product, SecureCare hoped to become a leading player within its market and communicate its technology solution to the industry.

OBJECTIVES

- ❑ SecureCare sought Mercom's expertise to increase awareness of its new product, Sfax™, within specific health care markets.
- ❑ SecureCare wanted its customers to know that Sfax™ was available and on the market.
- ❑ They also wanted its technology to clearly stand out as a cost effective solution for health care organizations implementing electronic medical records (EMRs).

SOLUTIONS

- ✓ Implement a public relations campaign to drive awareness of Sfax™ in their target markets and position the technology as an affordable, easy-to-implement solution for health care organizations converting their records to an electronic format.
- ✓ Develop an official product launch to introduce Sfax™ to the marketplace.
- ✓ Develop case studies for current users to validate the need for Sfax™ and endorse their value proposition.

"I enjoy working with Mercom in our investor relations as well as in our public relations initiatives. They executed both programs successfully, creating significant exposure in the media within the healthcare IT marketplace which has positioned Sfax and SecureCare as well known names in our industry."

Dennis Nasto, CEO of SecureCare Technologies

RESULTS

- Garnered significant media coverage of Sfax™ in targeted health care publications, leading to rapid market awareness of the product and increased business inquiries and activity from top HIT companies.
- Developed and executed a product launch via an online Web cast on the company's Web site, driving media and industry leaders to the event. The company's Web traffic increased by over 2600% the day of the product launch and over 700% immediately following the launch.
- Secured speaking opportunities for management at top industry conferences, establishing company executives as thought leaders within the HIT marketplace.
- Increased media attendance during health care events, conferences and speaking engagements.

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