

# Get ready to fly your success flag.

Need inspired healthcare marketing that gets results?  
Welcome to mission control.

- ✓ RevSpring was facing a highly complex, post-acquisition brand environment after the merger of four separate entities. 
- ✓ Clarity Quest created a clear brand architecture, detailed transition plan, and modern web experience.
- ✓ After the new brand launch, Clarity Quest developed a strategic marketing plan and assisted RevSpring with content generation, public relations, and analyst relations.

**RevSpring exceeded their 2018 acute healthcare revenue goals and retained Clarity Quest for marketing services in 2019.**

- ✓ Clarity Quest helped a growing e-consult telemedicine company communicate its value propositions in a way clinicians, payers, and patients could understand. 
- ✓ A new brand name, identity, and visual library complement and reinforce the brand messages.
- ✓ ConferMed's sales, marketing, and executive teams now speak the same powerful language when promoting products and services.

**ConferMed has a powerful brand that conveys its ability to help patients receive specialized medical care in the most convenient way possible.**

- ✓ A customized marketing plan, new brand messaging, and public relations fueled 6X growth in top-line U.S. health system revenue.
- ✓ Clarity Quest resourced a complete outsource marketing department for three years, including strategy, content, public relations, and digital marketing.
- ✓ Mach7 went public 2.5 years after engaging Clarity Quest.



**Rising to the challenge, we partnered with Mach7 to create an exciting, respected enterprise imaging brand that challenged traditional picture archiving and communication system (PACS) paradigms and grew U.S. revenues by 6X in just 2.5 years.**

- ✓ Clarity Quest quickly launched a scalable, modern website with solid SEO fundamentals and messaging giving Beterra validity in the health IT market.
- ✓ Beterra and Clarity Quest have a long-term partnership, focused on growing the company through digital marketing and insightful content.
- ✓ Clarity Quest continues to offer strategic marketing guidance as the company grows.



**Beterra counts on Clarity Quest's expertise in digital marketing to engage with buyers and healthcare thought leaders. Digital campaigns focus on reaching niche patient safety and operations buyers in the acute healthcare space.**

## Our Health IT Clients

- ✓ Beterra Health
- ✓ Carestream
- ✓ ConferMED
- ✓ eMedapps
- ✓ Genesis Automation in Healthcare
- ✓ Harris Healthcare
- ✓ Honeywell
- ✓ Intelerad
- ✓ Labgen
- ✓ Mach7 Technologies
- ✓ Medgen EHR
- ✓ MedPricer
- ✓ MERGE
- ✓ MMIT
- ✓ Quantia
- ✓ Real Time Medical Systems
- ✓ RevSpring
- ✓ Vocollect Health Systems

**“Clarity Quest has been a true partner for Beterra in our journey to engage more healthcare organizations. At this point, their team feels like an extension of our own. Clarity Quest constantly seeks to understand our business objectives and provides fantastic strategies and insights to engage our unique audience.”**

Daniel Baily, CEO | Beterra Health



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