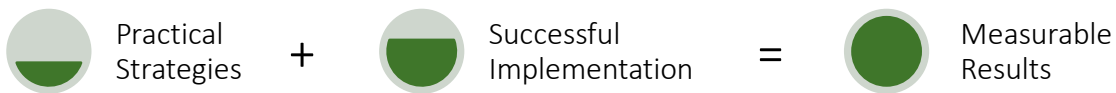


Who we are

Raven Results (formerly Raven New Media and Marketing, LLC) (ravenresults.com) is a consulting, education and delivery company. We have been dedicated to helping healthcare organizations with online and offline marketing, digital business strategy, content, brand, team building, training, and project implementation needs since 2009. We work with a variety of clients - hospitals, health plans, pharmaceutical, physician and medical specialty service and product groups. We enjoy collaborating with agencies (advertising, PR, and digital) that want to expand their digital and marketing services or that need short-term project-based expertise. Our successful partnerships share our belief that:



How we work

Our organization works differently from an agency or a traditional consultancy. We operate as a consortium of talented, experienced subject matter experts from across the country who understand how to work both collaboratively and independently. Our model is different -- you don't pay for overhead or agency fees. You only work with the specialized talent you need. You can choose to work with our professionals on one-off projects or retain services for an extended need. We fill in the gaps -- whether you need one or ten of us.

Raven professionals are committed to transparency and we stand behind our work. You don't have to work through multiple channels. You only pay for and work with the Raven talent and services you need.

Give us a call and let's find out if we can help speed up the process, build strong, mappable strategies that can be executed, or complete successful projects with you and your team.

What we do

Our services fall into five categories. Most of our experts specialize in one or more disciplines and have healthcare experience. We understand.



Types of activities, projects, & deliverables

We are often asked what types of work we do. We customize our services to fit your specific needs, but we understand that it is helpful to think about partnerships by breaking down components of a prospective project. Please feel free to use these lists as a starting point for a conversation with us.

Marketing & Brand
<input type="checkbox"/> A/B content and ad testing
<input type="checkbox"/> Advertising and media placement (on and offline)
<input type="checkbox"/> Audience persona development and conversion mapping
<input type="checkbox"/> Online and offline marketing strategy and program development
<input type="checkbox"/> Recruitment marketing
<input type="checkbox"/> Marketing message creation/copy
<input type="checkbox"/> Competitive market assessments
<input type="checkbox"/> Strategy-to-tactics road mapping
<input type="checkbox"/> Brand development: strategy, hierarchy, business naming, logo creation & brand integration
<input type="checkbox"/> B-to-B and B-to-C campaign development and measurement
<input type="checkbox"/> Call center scripting and capture
<input type="checkbox"/> Lead generation strategy and implementation
<input type="checkbox"/> Database audit, marketing setup and management
<input type="checkbox"/> CRM audit, setup, action plan, and training
<input type="checkbox"/> Direct mail marketing and email marketing campaign setup, management, and measurement
<input type="checkbox"/> Audit and creation of online and offline marketing assets/materials
<input type="checkbox"/> Tradeshow marketing
<input type="checkbox"/> Marketing and conversion metrics setup, monitoring and reporting
<input type="checkbox"/> Social media campaign development, monitoring and reporting
Digital Business & Analytics
<input type="checkbox"/> Competitive media audits and competitors' digital analysis of site, social and search presence
<input type="checkbox"/> Digital advertising campaign planning, buying, execution and tracking
<input type="checkbox"/> Website creation, refresh and redesign
<input type="checkbox"/> Ecommerce setup
<input type="checkbox"/> Business data and ROI setup – Online reports and dashboards
<input type="checkbox"/> Digital business strategy and analytics plan development
<input type="checkbox"/> Digital dashboard creation for statistics, sales, marketing and planning
<input type="checkbox"/> Digital program and call center integration
<input type="checkbox"/> Digital strategy-to-tactics road mapping
<input type="checkbox"/> Digital portfolio audits and implementation (Internet, Intranet, Portal, Social Media, Online and Offline Advertising, SEO, SEM, PPC Campaign, Microsites, Blogs, Mobile Site, Mobile Apps)
<input type="checkbox"/> Email campaign development and management
<input type="checkbox"/> SEO & SEM analysis placement and monitoring
<input type="checkbox"/> Digital gap analysis, digital program development, reporting and ROI setup
<input type="checkbox"/> Social media strategy, advertising, execution and measurement
<input type="checkbox"/> Testing and research

Content, PR, & Communications

- Content management system (CMS), customer relationship marketing (CRM), sales process analysis
- Content strategy, planning, modeling
- Content audits, optimization, personalization, taxonomy, and metadata creation
- Content and campaign editorial calendar, and writing services
- Content matrix development
- Content/creative team management
- PR writing services: articles, blog, press release and content marketing writing
- Crisis communication planning and social media
- Script development
- Presentation and podcast creation (PPT, Prezi, Whiteboard, Video, Audio)
- Speech writing

Project & Process Management

- Project management (PMI trained, Agile experienced) and account management
- Department change management consulting
- Team recruitment, interviewing, and role planning
- IT/technology project integration for marketing and communication programs
- Methodology and delivery process improvement
- Client, and multiple vendor account management
- Project management process and software training
- Account service team coaching
- Digital or marketing department advancement or creation

Leadership Growth & Team Training

- (NEW) Raven Digital Academy™*
- Digital strategy, content and marketing coaching
- Meeting, workshop, and sprint facilitation
- Meetings 101® facilitation
- Strategy-to-plan-to-tactics-to-measurement (SPTM) mapping facilitation
- Executive “Workshop in a Box” (A Raven product)
- Team evaluation, role mapping, and individual professional growth planning
- Marketing, communications, digital and multidisciplinary team training
- Executive team discovery session
- Creative ideation workshop
- Brand development session
- Social media program development for healthcare organizations
- Building successful internship programs
- Leadership development and training (StrengthsFinder™ and the master skills workshop)

* The Academy was created for professionals who want to build, learn and grow their businesses through practical and measurable digital programs that non-technical professionals can master and implement through course or workshop instruction. From the basics to advanced digital strategies, we work with your teams, using your business goals, products and services, to enhance the training and provide tangible deliverables and advanced skills for your marketing, communications, PR, content, business strategy, and digital teams.

About the founder

Elizabeth Scott, founder and principal strategist of Raven New Media and Marketing, been a marketing, communications, and digital executive for a mid-Atlantic healthcare system, an international consultant, and an advertising and digital agency executive during her 15+ years in the healthcare industry. She and her teams have won more than 40 national and regional awards in advertising, digital, and program development for diverse clients.



With practical experience as a digital strategist, large-scale business program creator, master marketer, content and project manager, multidisciplinary remote team lead, executive leadership consultant, and a healthcare system and ebusiness executive, Elizabeth has a well-formed perspective and understanding of what works in healthcare today.

Her reputation for leveling up and expanding the business footprints of marketing and digital organizations has led to national speaking engagements, conference leadership, and featured writing on topics such as the gamification of business and modern SEO techniques for healthcare organizations.

Elizabeth has had the pleasure of working with some of the most talented people in healthcare. She and her consortium of colleagues at Raven have built programs and strategies featured at national healthcare conferences and webinars as well as written best practices for healthcare publications, featured as some of the best in the industry.

Contact information

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502-931-9000

Healthcare and agency client experience

The following is a list of Elizabeth’s professional experience in healthcare and agencies.

ADAM	Content & platform provider for healthcare organizations
Alameda Alliance for Health	Health plan/Payor
Alliance Select (Health Exchange)	Health plan/Payor
Avera Health	Healthcare system
Baystate Health System	Healthcare system
CenCal Health Plans	Health plan/Payor
Community Health System	Healthcare system
Creative Alliance (Scoppechio)	Marketing, advertising, digital agency
DBS Interactive	Digital agency
Fletcher Allen Agency	Marketing, advertising, digital agency
Frederick Swanston Agency	Marketing, advertising, digital agency
Geonetric	Healthcare digital agency
Health New England	Health plan/Payor
Hudson Health Plan/MVP	Health plan/Payor
Humana (through Creative Alliance)	Health plan/Payor
Humani.TV	Remote mission medicine by retired special forces medics
Indiana University Health	Healthcare system
Inland Empire Health Plan	Health plan/Payor
Intermountain Healthcare	Health plan/Payor
Jewish Hospital/Kentucky One	Healthcare system
MedTouch	Healthcare digital agency
Memorial Healthcare & Joe DiMaggio Children's Hospital	Healthcare system
monARC Bionetworks	Clinical Trial SaaS
Nationwide Children’s Hospital	Healthcare system
Norton Healthcare	Healthcare system
Ohio Health	Healthcare system
Onco360	Oncology specialty pharma
PharMerica	Specialty pharma and distribution
Providence Oregon Health Plan	Health plan/Payor
ResCare	Specialty practice/In-home healthcare
RetinaKY	Specialty practice/Retina
RevitaLife MD	Specialty practice/Medical aesthetics
Sapient (SapientNitro/SapientRazorfish)	Marketing, advertising, digital agency
SelectHealth	Health plan/Payor
SPC Advertising Agency	Marketing, advertising, digital agency
Surgical Serenity Solutions	Specialty practice/Medical music therapy
The Tombras Group	Marketing, advertising, digital agency
University Health System – San Antonio	Healthcare system
University of Louisville Physicians	Specialty practice/Multidisciplinary
Who’s Your Audience	Healthcare content strategy and development