

Cloud-based Healthcare CoC Technology Case Study

The industries largest provider of EHRs, Skilled Nursing Platforms, eMARs and Vital Health records focuses on growth by acquisition, technology expansion and creating comprehensive and agile care networking.

Services: Acquisition transition of a brand the Riithink team managed, Messaging and Email Marketing, Lead Generation, Website Updates and Hosting.



Results

- Riithink team was able to help the acquired brand successfully integrate into the new enterprise
- Riithink was able to continue lead generation to ensure growth post-acquisition
- Riithink team was able to successfully integrate or manage the existing marketing assets and platforms - website, email, social training and pharmacy portal and more
- Riithink team continued to manage marketing channels - website and email platforms - to ensure frequent communication touchpoints and update customers on any software changes

Goals

- Ensure client retention throughout the acquisition
- Ensure consistent and relevant customer messaging
- Ensure a smooth transference of marketing assets and platforms
- Ensure growth and continued revenues for the new acquisition company and their tech platform



What our clients say...

Riithink is an amazing company to work with. They are responsive to needs and really take the time to understand your business so they can provide the best marketing services and support to your customers. I highly recommend this company for all your marketing needs. We are very lucky to work with them!

Wendy M.
Senior Product Manager