

After discovering Right Source's expertise in healthtech marketing, Caregility decided to enlist their help refining its messaging, solidifying its offering, and leveraging both content and SEO to maximize awareness in its solutions.

THE SITUATION

Caregility entered the telehealth market when the industry needed it most—at the onset of the COVID-19 pandemic. Created at the end of 2019 as a subsidiary of its parent company, Yorktel, Caregility provides a suite of telehealth solutions for the healthcare industry. Shortly after its inception, COVID hit healthcare systems hard and fast, giving them little time to adapt.

The need for virtual care solutions grew exponentially, but most major providers took months to set up their solutions, and wait times were further extended by logistics issues and growing backlogs. With no immediate relief in sight, many healthcare organizations turned to generic video and conferencing solutions that weren't designed for healthcare applications and definitely weren't HIPAA-compliant.

While healthcare organizations across the country struggled with bandaid solutions to provide COVID-safe patient care, Caregility emerged with a purpose-built telehealth system. The company's agile team was able to implement its HIPAA-compliant solutions in just a couple of months compared to timeframes that were triple that of their competitors. Though it was a relatively unknown company, Caregility was able to cover all corners of the

telehealth space from hospitals to post-acute care and beyond. Between ICU critical care, telestroke support, hardware solutions, virtual patient sitting, and more, the small company had a lot to offer.

Caregility's small marketing team was producing content as it was able to, but with limited resources to plan, create, publish, and promote its message, the company felt that it wasn't reaching (or connecting with) a large enough audience. With such a large audience looking for solutions like Caregility's, it felt that there were plenty of opportunities that were just out of arm's reach. After discovering Right Source's expertise in healthtech marketing, Caregility decided to enlist their help refining its messaging, solidifying its offering, and leveraging both content and SEO to maximize awareness in its solutions.

THE CHALLENGES

During a series of planning and discovery meetings, Right Source identified three main challenges that Caregility was facing:

1. After COVID hit, there was a massive demand for information on telehealth and virtual care solutions. Though the company had the expertise to speak on the subjects, it didn't have the staff or resources to plan, create, and distribute materials.

2. Despite being a very young company, Caregility felt that its messaging and product offerings were not up to date. But

once again, it lacked the resources to refine its messaging or create awareness about its broader offerings.

3. The company knew that it needed help with marketing, but given the highly technical nature of its business, couldn't find a suitable partner with experience in healthtech marketing to carry out their needs.


THE WORK

Following initial discussions, Right Source began its content marketing strategy and planning process, which included an assessment of Caregility's current content marketing efforts, a competitive analysis, and comprehensive editorial and distribution planning. Since then, as Caregility's strategic content marketing partner, Right Source:


- Refined the company's messaging and solidified its product offering.
- Identified potential keyword gaps and increased the number of ranking keywords.
- Monitored keyword rankings and increased average search rankings
- Implemented processes to plan, create, publish, and promote content consistently.
- Optimized existing content to resonate with its audience and rank on search engines.
- Established a significant social media presence by executing on a consistent social calendar which distributed content regularly across 3 different channels.
- Managed its social media to build brand awareness and increase engagement.
- Repurposed existing content into new marketing materials and articles.
- Published a variety of content covering a mix of trending topics, informative articles, unique insights, and high-traffic search terms.
- Created anchor content pieces to be used in both organic and paid social media.




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iConsult FOR DESKTOP, MOBILE, BEDSIDE


Secure, healthcare purpose-built applications designed to ease clinical communications, care coordination and on-demand consults or visits.

iConsult gives clinicians multiple options to consult with patients or other clinicians, using Caregility's secure, HIPAA-compliant UHF platform. Clinicians can start video consults from their desktop or mobile devices and connect directly with patients through bedside access point of care systems (APS) in inpatient locations or through mobile devices in outpatient locations, including at home. Clinicians can also initiate care coordination with other clinicians, connecting directly with their desktop or mobile devices. In all scenarios of video consults and care coordination, clinicians can invite guests such as other care givers and family members directly into those video sessions.

iConsult Mobile app

The iConsult mobile app is for clinicians and is available for both iOS and Android devices. Clinicians have multiple choices for initiating video sessions with other clinicians, the patient bedside (wall-mounted APS, cart APS or mobile device APS), and guest mobile phone users. When joining a video session with an APS with a PTZ camera, the clinician has full far-end camera control as well as far-end audio control.

The iConsult Mobile app interface includes five icon buttons for launching various video sessions from their mobile device:



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An IT Checklist for Maintaining Telehealth Privacy & Security

A rush to develop and implement telehealth solutions has put the industry at the top of the list of targets for cybercriminals looking to gain access to private medical records. Use this checklist to see if your organization is doing everything it can to mitigate the risk to your patients' privacy and security.





- Use white hat hackers and penetration testers to find holes in your cybersecurity approach. This form of "stress testing" will help you discover your company cybersecurity's strengths and weaknesses.
- Transition away from consumer videoconferencing tools such as Zoom & toward enterprise video conferencing designed specifically for healthcare.
- Implement a "waiting room" feature which allows the host/clinician to control when a participant joins the conference. Standardize this feature across the organization.
- Implement multi-factor authentication for providers as well as patients who have online accounts. Research shows accounts are 99.9% less likely to be compromised when MFA is used.
- Upgrade your encryption. The goal is to make it computationally harder and more expensive for hackers to spend the time and energy attempting to compromise data.
- Apply the principle of least privilege, limiting access to telehealth and telemedicine platforms to the minimal level users require to carry out their duties and responsibilities.
- Initiate regular education updates for clinicians, staff and patients on privacy and security best practices and sources of telehealth security threats.
- Develop a response plan should an incident or data breach occur, and test and practice the plan in advance.

As telehealth adoption continues to grow, taking these steps will help ensure your telehealth solution is safe and secure.

For more, read our post, [Best Practices for Telehealth Cybersecurity](https://www.caregility.com).
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Virtual observation can assess for the 4 P's of fall prevention
-  **EXISTING TELEMEDICINE PROGRAM**
Virtual observation can scale your telehealth services
-  **HIGH ICU BOUNCE-BACK RATE**
Virtual observation can monitor physiology of high-risk patients
-  **ISSUES WITH INAPPROPRIATE TRANSFERS**
Virtual observation can assist with pre-transfer assessments

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THE RESULTS

+757%

Keywords ranking on the first page of Google increased by 757%

+174%

Overall traffic increased by 174%

+14%

Time on page went up by 14%

+182%

Page views increased by 182%

+55%

LinkedIn followers increased by 55%

"From initial discussions to planning and beyond, Right Source has been committed to understanding the nuances of our company, as well as the very specific needs of our buyers. Their content marketing strategies have helped us become regular publishers of high-quality and relevant content, and we are seeing the powerful impact the work is having on traffic, SEO performance, and brand awareness."

— Kelly McDermott, *Senior Vice President of Marketing, Caregility*

RightSource M A R K E T I N G

Right Source is a strategic marketing consulting firm that helps companies create and implement content-driven, digital-focused initiatives designed to fuel business growth.

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