



HEALTHCARE CASE STUDY

Founded in 2008, Intuitive Health pioneered the combined emergency room and urgent care model. Intuitive Health partners with established health systems nationwide to build, operate and launch retail healthcare facilities that provide urgent care and emergency room services under one roof. Current partners include Baptist Health in Florida, Baptist Health in Indiana, Bayfront Health ER & Urgent Care in Florida, Northwest Health in Arkansas, Presbyterian Healthcare Services in New Mexico, ProMedica in Ohio, Riverview Health in Indiana, and its flagship center, Legacy ER & Urgent Care in Texas. Intuitive Health's patient-centered retail-care model is built on a proven business system focused on concierge-level customer service and transparency. Each facility has onsite- lab equipment, a radiology suite with X-ray and multi-slice CT scanners and are open 24 hours a day, seven days a week. Every patient is examined by a board-certified and ER-licensed physician, regardless of the level of care they need. As an objective criterion, the physician determines if the appropriate care is emergent or urgent care. Patients are billed accordingly, only paying for the care they require which eliminates inappropriate emergency room utilization. This proven model establishes a cost-effective, more personal and time-efficient way to deliver high-quality medical service at the appropriate cost which garners long-term patient loyalty. The Intuitive Health model increases market share for partnered healthcare systems by expanding their footprint with conveniently located centers. For more information, please visit. www.iheruc.com. AS

Assignment

TrizCom's contract for Intuitive Health was traditional public relations and communications with a strong emphasis on earned media and owned media to increase brand awareness with thought leadership from the C-Suite executive team. A key metric was increase backlinks to help raise the Domain Authority to rank for keywords.

Tenue: 2019 – Current

Project Date: 2020

Challenges

Limited awareness about Intuitive Health being the pioneer and parent of the hybrid health care model offering ER and urgent care services under one roof. Partner facilities utilize their own established brand name when adopting Intuitive Health's hybrid model.

Additionally, this particular project kicked off in February 2020 just a month before COVID-19 hit the US. Intuitive Health facilities had record-breaking patient visits and staff did not have the time to devote to PR.

Accomplishments

Increased awareness and consideration of its brand and services using earned media placement

Increased domain authority 15 points for organic SEO

Accomplishments Continued

Tripled website visitors

Identified and reached out to top-tier trade and national publications for story placements positioning the brand as a thought leader in the health care industry

Submitted contributions to publications with high domain authority
Placed recurring topical thought leadership bylines featuring the partner's leadership

Created and maintained an online newsroom for Intuitive Health and multiple partner systems

Used earned media to highlight recognitions, new locations and company-specific news

Leveraged current news events to tie the partner's brand into expert source positioning

Positioned Intuitive Health's leadership team as the "go-to" industry experts and quotable sources in health care, emergency room, urgent care and dual provider stories for national, regional and hyperlocal journalists

Provided media training to company spokespersons and talking points prior to interview opportunities

Significant Placements

- **Best Life** – The No. 1 Disinfecting Mistake You're Making Right Now
- **Eat This, Not That!** – What Your Stomach Issue Says About Your Health
- **Healthcare Business Today** – The Dual Care Model and the Shift to Value-based Care
- **Healthline** – Lysol Disinfectant Approved for Use Against COVID-19: Here's What Else Can Work
- **InsideHook** - The Argument for Wearing Masks Forever
- **INSIDER** – Steam Inhalation
- **MarketWatch** - Here are Some Tips to Boost Your Immune System This Winter
- **MSN** - Expert Shopping: Disposable Face Masks
- **MSN** - The No. 1 Mistake You're Making When You Take Off Your Face Mask
- **MSN** - The Types of Stretching Fitness Experts Recommend and One They Avoid
- **NBC News** – How to Buy Disposable Face Masks, According to Medical Experts
- **Next Avenue** – How to Boost Your Immune System This Flu Season
- **Parade** - Always Waking Up With a Headache? Here Are 9 Possible Causes (and How to Prevent Them)
- **Parade** – How to Properly Clean Your Face Mask-Face Mask Washing Tips from Dr. Oz and Other Experts
- **Population Health News** – How Does Overutilization of the Emergency Department Impact Population Health
- **Reader's Digest** - 9 Best Face Masks for Summer
- **Self Magazine** - How to Wash Masks, According to Experts
- **The Healthy** – 9 Best Face Masks for Summer
- **Verywell Fit** - 7 Ways to Prevent Dehydration
- **Verywell Health** – Should You Wear a Surgical Mask on Top of an N95?
- **Yahoo! Lifestyle** - What Your Stomach Issue Says About Your Health