

CPR | STRATEGIC MARKETING COMMUNICATIONS

CREDENTIALS AND CAPABILITIES

2025

WWW.CPRONLINE.COM





About Us

Headquartered in the New York metropolitan area and serving national and international markets, CPR Strategic Marketing Communications is dedicated to providing a full range of integrated marketing and communications services to the healthcare industry: Life Sciences/ Biotech, Medical Device, managed care, healthcare IT, health benefits, global medical travel, laboratory/imaging services, hospitals/providers, telehealth/telemedicine and other health-related sectors.

With 30+ years of worldwide healthcare marketing experience, CPR positions companies and organizations for ongoing success in a competitive global marketplace. Our unique focus on healthcare delivery and economic growth -- and the growing interest among US payers and distributors -- positions our clients for growth in Business to Business, Business to Consumer and Business to Professional market sectors.

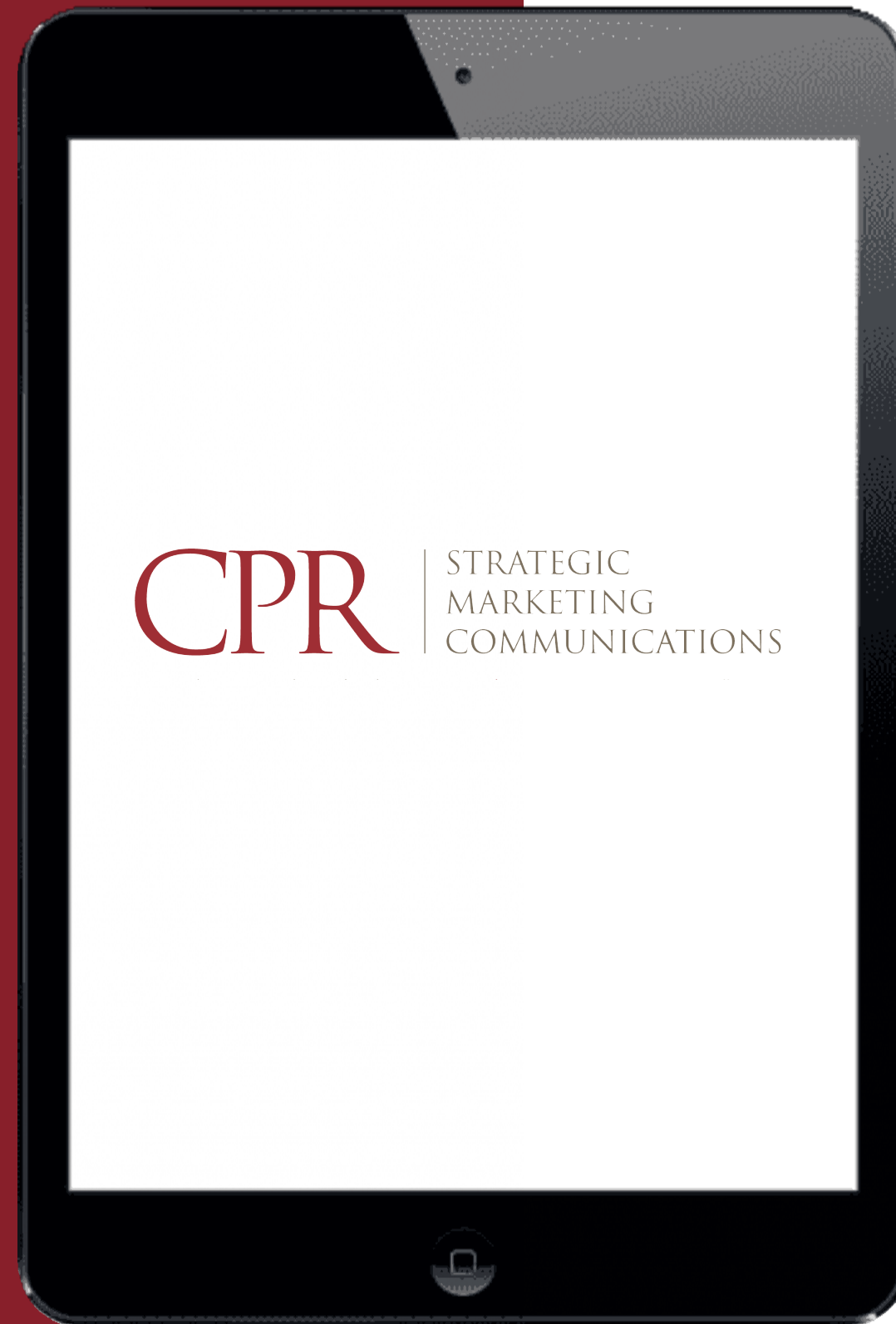


Why Us

As distinguished pioneers and recognized experts in the domestic and international healthcare space, CPR is highly regarded as a resource for governments, companies and healthcare advocacy organizations striving to capture increased market share and positioning.

What We Do

CPR launches business platforms, builds brands, drives market awareness and thought leadership, delivers compelling messages, and boosts sales and market share. In today's world, we focus on transforming opportunity into market traction.



Establish and enhance brand awareness, introduce and launch new entities.



Advance competitive positioning and industry-specific relationships.



Demonstrate industry sector knowledge and targeted market expertise.



Generate web and digital footprints, thought leadership and content to establish market credibility.



Increase opportunities for capital market expansion.



Communicate with investors and industry leaders.



THE TEAM

An entrepreneur and strategy consultant in both domestic and international businesses related to healthcare, managed care, benefits, and life sciences, Carabello has been instrumental in the growth and development of multiple companies and organizations both domestic and worldwide.

Carabello conducts marketing presentations at high profile industry conferences where she addresses issues impacting healthcare providers, payers, employers and other stakeholders involved in the ecosystem. She has been invited by multi-national governments, hospital systems, and private sector companies to present at international meetings on healthcare and benefits issues.

Founder and principal owner of CPR Strategic Marketing and Communications, (www.cpronline.com), Carabello has more than 25 years' experience in business development, marketing, and corporate positioning. As strategy consultant, she has worked with over 1,000 companies, including public and private organizations. She also serves as a strategic advisor to public, private and not-for-profit entities, and has been invited by the US Federal Trade Commission to testify on healthcare advertising and marketing ethics. Carabello also leads the Fellows group of the Thought Leadership & Innovation Foundation www.thoughtfoundation.org

Carabello was recently tapped to develop special projects for *Forbes* magazine. She contributes monthly articles to *The Self Insurer*, the official magazine of the Self Insurance Institute of America (www.SIIA.org) and contributes healthcare-focused articles to industry publications. She is the publisher and managing editor of *Medical Travel & Digital Health News*, the authoritative, online business-to-business international newsletter of the medical tourism and digital health industries (www.medicaltraveltoday.com) and published "Medical Travel Today: Opinions and Perspectives on an Industry in the Making." She also serves on the editorial board for the World Korean Medical Journal (WKMJ), a global organization of more than 140,000 Korean physicians dispersed throughout the world.

Ms. Carabello holds a Bachelor of Science degree in Journalism from the Newhouse School of Communications at Syracuse University, and she is a candidate for a Master's Degree. She has been invited for membership status in the Healthcare Women's Leadership Trust, awarded the annual citation from the NJ Association of Women Business Owners; and was elected as a "Pioneer Woman of the 90s." She was named as a "Woman of Influence" by the YWCA of Bergen County, served on the Bergen County "YW" Board of Directors and was recently named a NJ business ICON by NJBIZ.



Laura Carabello
Chief Creative Officer,
CPR Strategic Marketing Communications



Joseph H. Carabello

President and CEO,
CPR Strategic Marketing Communications

For the past 30 years, been involved in a broad range of developmental and operational activities relating to domestic and international healthcare marketing and marketing communications. Throughout his career spanning healthcare delivery, Carabello has focused his energy on developing key relationships with important industry leaders, as well as managing all areas of CPR operations.

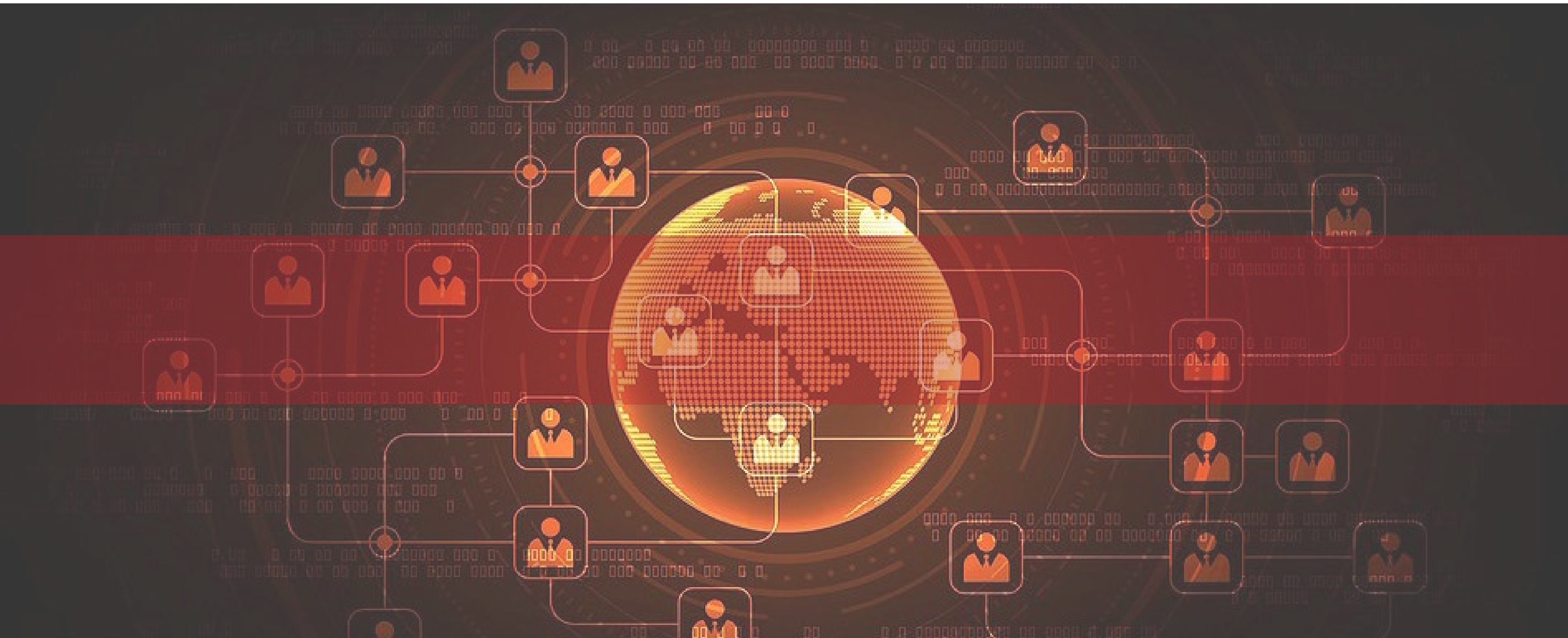
Holding key positions in several managed care organizations, as well as venture-based startups and consulting firms, Mr. Carabello has extensive experience emerging managed care organizations and has served on the board of numerous companies, including Sphera Global Healthcare, Unotron, LTD, Keenton Technologies, and the Regulatory Harmonization Institute.

An experienced strategic planner, he was responsible for the start up and marketing programs of several HMOs including Oxford Health Plans, Health Care Plan of New Jersey, Florida Healthcare Plan, HMO of Baton Rouge, and HIP of Greater NY. He was also a member of the Board of Directors of Consumer Health Network (CHN), an east coast PPO, and was involved in its acquisition by a leading insurer.

In addition, Mr. Carabello has acted as a consultant to the Office of Health Maintenance Organizations of the U.S. Department of Health and Human Services on marketing HMOs. He has served on the Board of Health Systems Agencies (HSAs) in New Jersey and Louisiana. While serving in Louisiana, Mr. Carabello played a critical role in securing a change in the legal status of HMOs there which made the development and very existence of such programs possible.

With a strong belief of giving back to the community, Mr. Carabello was a four-term president of the Bergen County Community Resource Council where he was named an Emeritus Board Member. He was a twoyear Chairman of the Bergen County March of Dimes Walk America and sat on the boards of the Molly Foundation for Juvenile Diabetes, Bergen County Community College Foundation, the Bergen County Chapter of the American Heart Association, Adoptive Couples Together, and was president of the Ridgewood Association of Motorcycle Police Specials.

Mr. Carabello has done his MBA work at Louisiana State University and holds a Bachelor of Science degree in marketing from Fairleigh Dickenson University.



OUR SERVICES



STRATEGIC MARKETING

- 1 PR STRATEGY & PLANNING
- 2 POSITIONING, MESSAGING
- 3 EMPLOYER DIRECT CONTRACTING
- 4 MEDIA & INVESTOR RELATIONS
- 5 BRANDING & PRODUCT LAUNCHES
- 6 REPUTATION MANAGEMENT
- 7 CONTENT DEVELOPMENT
- 8 ADVOCACY
- 9 GRASSROOTS CAMPAIGN



CORPORATE COMMUNICATIONS

- 1 ADVISORY BOARDS
- 2 SPEAKING OPPORTUNITIES
- 3 THOUGHT LEADERSHIP
- 4 TRADE SHOWS
- 5 SPOKESPERSONS
- 6 MEDIA TRAINING
- 7 CORPORATE POSITIONING



CONTENT MARKETING

- 1 CASE STUDIES
- 2 BYLINED ARTICLES
- 3 TRADE PUBLICATIONS
- 4 PEER REVIEWED JOURNALS
- 5 PRESS RELEASES & NEWSLETTERS
- 6 MEDIA ADVISORIES
- 7 WEBINAR
- 8 LEAD GENERATION
- 9 MEDIA KITS



DIGITAL MEDIA

- 1 WEBSITE DEVELOPMENT
- 2 SOCIAL MEDIA
- 3 PLANNING & IMPLEMENTATION
- 4 BLOGS
- 5 PODCAST
- 6 ONLINE VIDEOS



CREATIVE CREATION

- 1 ADVERTISING
- 2 BROCHURES & COLLATERALS
- 3 SALES SHEET
- 4 POWERPOINT PRESENTATION
- 5 HTML, EMAIL CAMPAIGNS

EVENT MANAGEMENT

- 1 SPECIAL EVENTS & PROMOTIONS
- 2 TRADE SHOWS & CONFERENCE
- 3 LAUNCH EVENTS
- 4 SPEAKERS BUREAU



CASE STUDIES

Teladoc.

The nation's first and now the largest telehealth provider with more than eight million members.

CHALLENGES

- Launch a start up company, define telehealth, and gain traction for a new market segment.
- Needed to establish strong relationships with doctors and other providers of care that may have perceived telehealth solutions as competitive to existing services.
- Required state-by-state harmonized regulatory environments, which questioned the validity of telephone medicine, promoting the need for face-to-face consultations.
- Low patient and payer confidence in telehealth.
- Absence of reimbursement by health plans/ employers for physician telephone consultations.

OUTCOMES

- Coined the term "telehealth" and launched Teladoc in a marketplace unfamiliar with telehealth or telemedicine.
- Educated and informed consumers and payers regarding the cost efficiencies of telehealth and its role in improved access to quality care.
- Differentiated service offering from multiple and emerging companies seeking market share.
- Established pricing benchmarks that met consumer and payer thresholds.
- Teladoc rose to Number #1 positioning in the industry with ongoing media coverage.
- Significant capital investments
- IPO July 1, 2015.

The Teladoc logo is displayed on a smartphone screen. It features the word "Teladoc" in a bold, blue, sans-serif font, followed by a stylized blue and yellow plus sign.

RecuroHealth

Recuro is an integrated digital health solution that evolves healthcare from a reactive, disease-focused model to a personalized, proactive system. Recuro's virtual health platform consists of a curated suite of digital services—from primary care and behavioral health to at-home testing and genetic screening. Recuro's virtual health platform enables the delivery of coordinated holistic care that ultimately results in better patient outcomes and experiences at a lower cost.

CHALLENGES

- Establish the Recuro brand, digital solutions and value positions among healthcare payers, employers and providers.
- Position corporate executives and partners as industry thought leaders and experts on key topics relevant to virtual home healthcare.
- Support Recuro's vision of integrating high-impact digital health solutions across the full patient journey, from pre-acute and acute care to post-acute care.
- Capitalize on challenges facing healthcare systems by building the infrastructure and partnerships that include care fragmentation, gaps in care, poor outcomes and high costs and more. Collectively, these issues make healthcare unsustainable but create a fertile opportunity for the changes that Recuro brings to all stakeholders.

OUTCOMES

- Established Recuro as a leading digital home health care solution company presenting a timely and unique value proposition to the marketplace.
- Enhanced the corporate image of Recuro among self-insured employers, payers, insurance companies, brokers, managed care organizations and associated aggregators.
- Drove exposure in targeted benefits, insurance and managed healthcare trades, as well as consumer and business media.
- Strengthened financial positioning with existing/prospective investors or and shareholders.



ARC® Fertility

ARC® Fertility was founded in 1997 from its founder's passion to increase access to affordable, high-quality reproductive care for everyone. We are accomplishing our mission through our national network of top-tier fertility clinics and with the help of brokers and employers. ARC physicians deliver high-value fertility and family-forming employer benefits through evidence-based treatment packages and financing directly to patients. ARC Fertility has helped tens of thousands of people create the family of their dreams. <https://www.arcfertility.com/>

CHALLENGES

- Required positioning in self-funded employer/third party administrators.
- Lacked market understanding and awareness of self-funded employer market.
- No connectivity with media or market awareness of its brand and innovative fertility and family-forming programs.
- Sought recognition and employer market uptake of its services.
- Needed B2B campaigns to demonstrate value.

OUTCOMES

- Launched aggressive media and thought-leadership campaign - media releases, white papers, blogs, byline articles.
- Created interview opportunities for CEO in trade journals.
- Personal outreach and networking to CPR employer contacts.
- Positioning with industry and trade associations, i.e., Self Insurance Institute of America (SIIA).
- Developed B2B messaging to fuel awareness campaigns, educational initiatives and leadership.
- Implemented marketing/PR for industry Webinar series.



Semler Scientific

Semler Scientific, Inc. (Nasdaq: SMLR) provides innovative technology solutions to improve the clinical effectiveness and efficiency of Direct Primary Care (DPC) healthcare providers. Products and services support evaluating, treating and achieving better outcomes at reduced cost for patients age 50+ and seniors age 65+ with chronic diseases. Dedicated to improved access to care, early detection and hospital avoidance, Semler partners with DPC practices to enhance the patient experience and ensure timely referral to a specialist and echocardiography.

CHALLENGES

- Needed to develop a new marketing strategy to appeal to employers and the self-employed market.
- Post-company launch support to gain traction in a new market segment targeting key audiences in which Semler serves including employer-sponsored health plans and brokers nationwide.
- Align Semler's proprietary cardiac testing technologies and services as opportunities in primary care, cardiac care, onsite and near site clinics, Medicare, and other employer sponsored health plans.
- Create a competitive financial advantage for client by defining the need and use for PAD in primary care, onsite and near site clinics, and other verticals.

OUTCOMES

- Developed a go-to-marketing strategy for reaching employers and the self-funded market.
- Identified a researched twelve verticals that would ideal targets for expansion of the PAD business.
- Emphasized Semler the leading provider of PAD equipment and services.
- Collaborated with industry and trade associations, i.e., Self-Insurance Institute of America (SIIA).
- Increased inbound website traffic, engagement and sales leads – spikes following PR placements aligned with demand trends.



HD Nursing

HD Nursing is the dominant patient safety solution that combines predictive analytics with individualized fall and fall injury prevention patient care. Offering the only fall risk assessment tool validated in the electronic medical record, and a program that is a comprehensive, evidence-based approach to reduce patient falls and injuries, the HD Nursing falls solution is employed by leading health systems and academic medical centers across the U.S. Leveraging EHR functionality and communication technologies, new HD Programs in Community Fall Prevention and Pressure Injury Prevention, showcase HD Nursing's dedication to improving multiple patient safety initiatives across the continuum of care.

CHALLENGES

- Required positioning in self-funded employer/third party administrators, hospital, healthcare networks.
- Lacked market understanding and awareness of self-funded employer market.
- No connectivity with media or market awareness of its brand and fall prevention programs.
- Sought recognition and hospital and employer market uptake of its services.
- Needed B2B campaigns to demonstrate value.

OUTCOMES

- Launched aggressive media and thought-leadership campaign - media releases, white papers, Blogs, byline articles.
- Created interview opportunities for CEO in trade journals.
- Personal outreach and networking to CPR hospital and healthcare organization contacts.
- Positioning with industry and trade associations, i.e., Self Insurance Institute of America (SIIA).
- Developed B2B messaging to fuel awareness campaigns, educational initiatives and leadership.
- Implemented marketing/PR for industry Webinar series.



HD Nursing®

ASCELLAHEALTH

AscellaHealth is a global partner that delivers proven end-to-end solutions to both life sciences and healthcare companies to enhance the quality of life for patients with complex, chronic conditions. A dedicated team gets critical healthcare products from manufacturers to patients while ensuring an efficient flow of funds between payers and pharma.

Visit www.AscellaHealth.com.

CHALLENGES

- Required positioning in self-funded employer/ third party administrators, hospital, provider and managed care communities.
- Lacked market understanding and awareness of value of a PBM specializing in specialty pharmacy.
- No connectivity with media or market awareness of its brand, specialty pharmacy focus.
- Sought recognition and market uptake of its services.
- Needed B2B campaigns to demonstrate value.

OUTCOMES

- Launched aggressive media and thought-leadership campaign - media releases, white papers, Biogs, byline articles.
- Created interview opportunities for CEO in trade journals.
- Personal outreach and networking to CPR hospital and healthcare organization contacts.
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ASCELLAHEALTH (continued)

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- Needed B2B campaigns to demonstrate value.

OUTCOMES

- Coordinated successful prospect meetings for representatives of key target customers. Generated significant sales opportunities/contracts.
- Created and manage all editorial content for specialty pharmacy newsletter distributed to 14K+ readers monthly.
- Managed strategic planning and promotion of recent expansion of AscellaHealth to one Worldwide market under one global brand coinciding with expanded global footprint and the extraordinary growth of AscellaHealth.
- Managed the nomination process and announcement of the winning of several industry awards.



SYNAPS Dx

SYNAPS Dx is a privately held company focused on the research, development and commercialization of a diagnostic test for Alzheimer's disease (AD). The Company offers DISCERN™, the first highly accurate, minimally invasive test supporting a clinician's definitive diagnosis of AD versus other forms of dementia, even in people recently diagnosed with dementia. SYNAPS Dx's laboratory is certified under the Clinical Laboratory Improvement Amendments (CLIA) as qualified to perform high complexity clinical laboratory testing.

CHALLENGES

- Absence of FDA approval, "Too good to be true"
- Needed B2B & D2C campaigns to demonstrate value.
- Required market positioning in crowded Alzheimer's space.
- Required aggressive media outreach and thought leadership.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaigns including press releases, white papers, bylined articles and high-profile industry awards.
- Developed and managed Advisory Council.
- Developed B2B and D2C messaging to fuel awareness campaigns, educational initiatives and leadership.



Aster DM Healthcare

Aster DM Healthcare Limited is one of the largest integrated healthcare service providers operating in multiple GCC states and is an emerging healthcare player in India. Through its network of 26 hospitals, 115 clinics and 224 pharmacies, the organization provides the complete of care to all segments of the population. With an inherent emphasis on clinical excellence, it's one of the few entities in the world with a strong presence across primary, secondary, tertiary and quaternary healthcare through its hospitals and clinics. Aster has over 21,000 plus dedicated employees across the geographies where they are located. www.asterdmhealthcare.com.

CHALLENGES

- One of Dubai 's largest hospital chains sought greater exposure to the US market and consideration for the development of Aster Cayman Medcity to be located on Grand Cayman Island providing accessibility to the highest quality care with transparent bundled pricing for surgeries and specialized treatments.
- Looking for ongoing referrals for its centers of excellence and internationally renowned physician specialists in Dubai and India.
- Recognized need for international media exposure.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign – media releases, white papers, byline articles.
- Created interview opportunities for CEO and CMO in trade journals.
- Reviewed the feasibility of developing Aster Medical City in Cayman Island.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership.



ECHOSENS

Innovation in hepatology. Echosens is an innovative high-technology company offering a full range of products and services supporting physicians in their assessment and management of patients with chronic liver diseases.

CHALLENGES

- Required positioning in hospital, provider and managed care communities.
- Lacked market understanding and awareness of value of FibroScan technology: quantifies liver fibrosis and steatosis.
- No connectivity with media or market awareness of non-alcoholic fatty liver disease (NAFLD).
- Sought recognition for primary care testing of liver disease.
- Needed B2B and B2C campaigns to demonstrate value.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign - media releases, white papers, byline articles.
- Created interview opportunities for CEO and GMO in trade journals.
- Personal outreach and networking to CPR hospital and healthcare organizations.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership.
- Coordinated successful prospect meetings for representatives of key target customers.
- No advertising expense.



echosens

SOCRATES HEALTH SOLUTIONS

The Socrates Companion diabetic product provides a convenient, accurate and pain-free glucose reading which does not require the collection of blood. The Mobile Health product is a wearable providing glucose trend information on the wearer's mobile device.



CHALLENGES

- Establish market leadership in providing a convenient, accurate and bloodless glucose reading.
- Position Socrates as a cutting edge solution to advancing diabetes blood testing without requiring the use of finger pricking and test strips.
- Create awareness that Socrates is developing revolutionary products for the diabetes patient.
- Attract additional investors.

OUTCOMES

- Positioned Socrates as the healthcare industry's leader provider convenient, accurate and bloodless glucose reading.
- Secured editorial placements in top tier healthcare media reaching targeted audiences.
- Creation and implementation of sales and investment presentation decks.
- Successfully positioned Socrates for follow on investment, Private Equity.
- No advertising expense.

Guideway Care

For more than 10 years Guideway Care has delivered a proven, scalable technology-enabled Solution as a Service for advancing health equity in Value-Based Care. Partnering with hospitals, health systems, payers and provider organizations, Guideway reduces health disparities, improves patient/member satisfaction and lowers total cost of care. Highly trained Care Guides, supported by a proprietary technology platform, build peer-to-patient relationships that allow for the identification and resolution of non-clinical and clinical barriers to accessing quality care. By maximizing the patient care experience and resolving barriers that lead to avoidable deterioration and acute care utilization, the Guideway Care approach to patient activation creates value for all stakeholders.

www.guidewaycare.com

CHALLENGES

- Required positioning in hospital, provider and managed care communities.
- Lacked market understanding and awareness of value of removing barriers to care.
- No connectivity with media or market awareness potential hospital cost savings.
- Sought recognition for improving patient experience driving financial performance.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign – media releases, white papers, byline articles, blogs and sales team collateral.
- Created interview opportunities for CEO in trade journals.
- Personal outreach and networking to CPR hospital and healthcare organizations.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership.
- Coordinated successful prospect meetings for representatives of key target customers.
- No advertising expense.



NEURO ONE

NeuroOne Medical Technologies Corporation (OTCQB:NMTC) is a developmental stage company committed to providing minimally invasive and hi-definition solutions for EEG recording, brain stimulations and ablation solutions for patients suffering from epilepsy Parkinson's disease essential tremors and other related neuroglial disorders that may improve patient outcomes and reduce procedural costs.

CHALLENGES

- Required positioning with investor audiences, hospital, provider and managed care communities.
- Lacked market understanding and awareness of value of thin film electrode technology.
- Sought widespread marketing communications coverage financial, business and healthcare media.
- Sought recognition for primary care testing of liver disease.
- Needed B2B campaigns to demonstrate value and strides in neurosurgical applications.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign - media releases, blogs, social media, white papers, byline articles.
- Created interview opportunities for CEO and physician leaders in financial and industry trade publications.
- Developed B2B messaging to fuel awareness campaigns, investor interest, educational initiatives and leadership.
- Direct impact on stock pricing.
- Ongoing surges in online and Web traffic.
- No advertising expense.



NeuroOne

Bumrungrad International Hospital

Founded in 1980, Bumrungrad International Hospital has been a pioneer in providing world-class healthcare services and international patient support for nearly four decades. One of the largest hospitals in Southeast Asia, they care for over 1.1 million patients from more than 190 countries annually.

CHALLENGES

- Thailand's number one hospital sought greater exposure to the US market and other targeted area worldwide.
- Needed a footprint for key services in cardiac, orthopedics and newly launched wellness program.
- Lacked ongoing referrals for its centers of excellence and internationally renowned physician specialists.
- Recognized need for international media exposure.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign – media releases, white papers, byline articles.
- Created interview opportunities for CEO and CMO in trade journals.
- Launched community awareness campaign focusing on physician and support staff's LGBT-friendly and high-quality healthcare services to all when needed.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership.
- No advertising expense.



MediOrbis

MediOrbis is a multi-specialty telemedicine and telehealth company that is shattering the barriers of traditional medicine and extending the reach of specialized clinical care and chronic disease management to its global customer base. Recognized for efficiency and cost-effectiveness to meet the needs of providers, payers and healthcare systems, Visit www.mediorbis.com



CHALLENGES

- Emerging specialty telehealth company required market entry and positioning among hospitals, providers and potential B2B customers.
- Company was busily recruiting providers for participation but lacked market presence and the value of its model.
- CEO and Chief Medical Officer had little to no experience with media or marketing.
- Technology platform, AI solutions and capabilities were in place with no support for messaging or content creation.
- Business venture required B2B campaigns to demonstrate value to investors, benefits payers, collaborative partners and others.
- Needed B2B and B2C campaigns to demonstrate value.

OUTCOMES

- CPR created meaningful content and launched aggressive international media and thought-leadership campaign - media releases, Blogs, social media, white papers, byline articles.
- Arranged interview opportunities for CEO and GMO in multiple media outlets.
- Personal outreach and networking to CPR contacts with providers, hospitals and payers - from large physician organizations to Medicare Advantage plans.
- Coordinated successful prospect meetings for representatives of key target customers.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership.
- Company attracted senior level, experienced leadership teams and venture capital opportunities.



aequum

As its name suggests, aequum, meaning “what is fair and just,” partners with its self-funded health plan clients to manage and reduce risk by protecting, advocating and supporting the plans’ members and dependents. Founded and launched in 2020, aequum is a first-of-its-kind tech-driven company in the complex field of medical billing that protects health plans and its members through advocacy and data-driven solutions to identify, manage and reduce risk.

CHALLENGES

- Needed to launch a new company in the crowded digital solutions marketplace and distinguish the brand.
- Post-company launch support to gain traction in a new market segment targeting key audiences in which aequum serves, including third-party administrators, medical cost management companies, stop-loss carriers, employer-sponsored health plans and brokers nationwide.
- Align aequum’s proprietary technologies and services as solutions to medical billing issues, opportunities, and legislation impacting employer sponsored health plans.
- Create a competitive financial advantage for client by defending medical balance billing claims and recovering overpayments through information technology and data-driven solutions.

OUTCOMES

- Led an aggressive media and thought leadership campaign through strategic editorial placements utilizing media releases, white papers, blogs, and byline articles that achieved prominent industry awareness to aequum’s mission, niche service solutions and unique value propositions.
- Advocated self-funded health plans and reference-based pricing as strategies to contain costs, reduce spending and gain potential savings.
- Promoted key executives as subject matter experts that provided media with insight and guidance on key issues and offer short and long-term strategies.
- Positioned aequum as the leading organization for helping patients, health plans and insurers achieve fairness by leveling the playing field of medical billing by providing administrative and other services to its partners.

aequum (continued)

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- Create a competitive financial advantage for client by defending medical balance billing claims and recovering overpayments through information technology and data-driven solutions.

OUTCOMES

- Emphasized aequum as agents of change, employing information technology and data-driven solutions in bringing savings to employer-sponsored health plans and participants in those plans while improving employee satisfaction through defense of medical balance billing and the recovery of overpayments.
- Collaborated with industry and trade associations, i.e., Self-Insurance Institute of America (SIIA).
- Increased inbound website traffic, engagement and sales leads – spikes following PR placements aligned with demand trends.



KHIDI

Korea Health Industry Development Institute (KHIDI) is a government-affiliated institution which performs professional and systematic support to domestic health industry and enhance health services.

CHALLENGES

- KHIDI represents the healthcare industries in South Korea (SK) and required positioning in the international medical travel marketplace.
- Lacked US presence, market understanding and awareness of value of SK healthcare services and quality care delivered by its hospitals.
- No connectivity with media – B2B and B2C
- Sought recognition among consumer and employers to generate cases for medical/surgical procedures beyond elective– orthopedic/joints, cardiac, bariatric and others.
- Needed campaigns to demonstrate value and drive medical travel business – and concurrently boost pharmaceutical company positioning.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign – media releases, white papers, byline articles.
- Presented annually to entire international KHIDI community, both in NY and in South Korea.
- Conducted multiple “FAM” trips to South Korea targeting employers, managed care decision-makers, brokers and intermediaries.
- Personal outreach and networking to CPR health plan, employer groups and self-funded marketplace.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership.
- Coordinated successful prospect meetings for representatives of key target customers.
- No advertising expense.

A graphic of a smartphone with a black frame, displaying the KHIDI logo and text on its screen. The logo consists of the letters 'KHIDI' in a bold, sans-serif font, with 'K' in orange and 'HIDI' in grey. To the right of the logo, the text 'Korea Health Industry Development Institute' is written in a smaller, grey, sans-serif font.

KHIDI Korea Health Industry
Development Institute

Foot Levelers

Foot Levelers, the world's leading provider of hand-crafted custom orthotics, has been serving healthcare professionals since 1952. Stabilizing orthotics help properly support the back, knees, hips, pelvis, and even neck by providing a balanced and symmetrical foundation. Foot Levelers orthotics are proven to reduce LBP by 34.5%. Visit www.footlevelers.com; and follow on Twitter, Facebook, and Instagram (@FootLevelers).



CHALLENGES

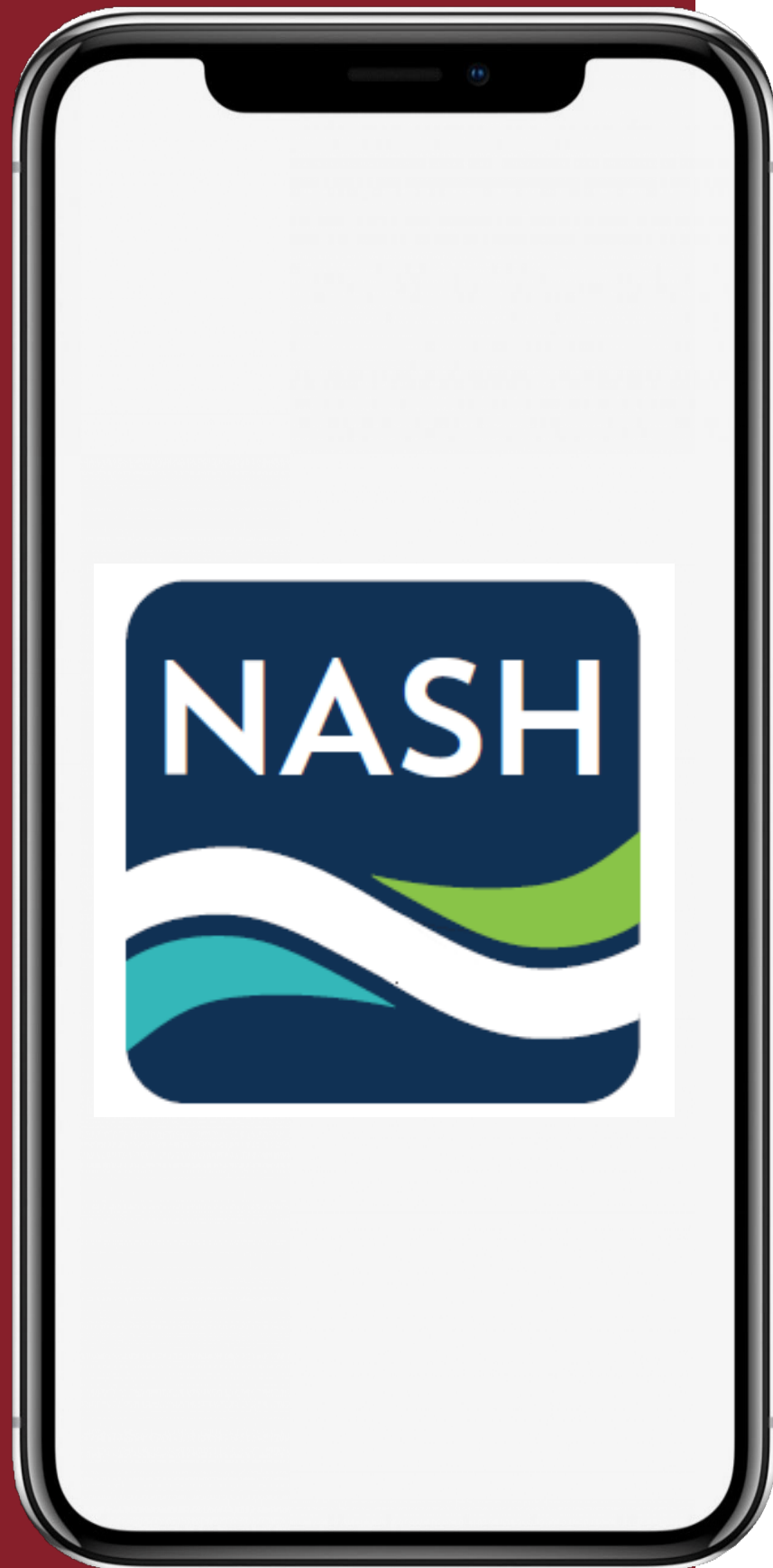
- Required positioning in new markets with the expansion of the corporate footprint.
- Lacked market understanding of value of customized orthotics in helping proper support of the back and limbs.
- No connectivity with mass media or market awareness outside of chiropractic markets.
- Sought recognition for improving patient work performance and overall health.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign – media releases, case studies, byline articles, blogs, sales team collateral.
- Created interview opportunities for CEO in trade journals focusing on new markets.
- Personal outreach and networking to CPR healthcare and employer organizations.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership.
- CPR assisted in the planning of and media coordination efforts for the Foot Levelers Blue Ridge Marathon/ America's Toughest Road Marathon™.

NASH-Cancun benefits patients and their employers:

A leading Center of Excellence in the Delivery of Healthcare located conveniently and appealingly in Cancun, Mexico with quality driven by U.S. hometown physicians at a substantial cost-savings.



CHALLENGES

- Required positioning in employer and managed care communities.
- Lacked market understanding and awareness of value of this new medical travel model.
- No connectivity with media or market awareness of Cancun or NASH as a quality medical travel destination.
- Sought recognition for the model and its physicians.
- Needed B2B campaigns to demonstrate value.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign – media releases, white papers, byline articles. Created interview opportunities for CEO and CMO in trade journals.
- Presented to self-funded communities US nationwide, as well as international SIIA meetings in US and Mexico.
- Developed B2B messaging to fuel awareness campaigns, marketing initiatives and leadership.
- Personal outreach, networking and presentations to CPR employer, payer contacts to drive contracting opportunities throughout the US market.
- Coordinated successful prospect meetings for representatives of key target customers.
- No advertising expense.

Great Speech

Great Speech Inc. is the recognized leader in virtual speech therapy, and since 2014 has delivered convenient, specialized services to clients anytime, anywhere. Its innovative approach leverages technology to match credentialed therapists with children, adults and seniors who need and seek better speech communication. Proud winner of the American Telemedicine Association (ATA) 2023 Innovators Challenge for In-Patient Care Solutions and recipient of the Women's Business Enterprise National Council (WBENC) certification. www.greatspeech.com

CHALLENGES

- Sought recognition on the availability of virtual speech therapy services nationwide.
- Required better understanding of the multiple conditions that speech therapy can treat.
- Lacked market understanding and awareness of the value of virtual speech therapy to improve communication challenges – and quality of life.
- Needed market presence, media awareness of business model.
- Needed B2B and B2C campaigns to demonstrate value.

OUTCOMES

- CPR launched aggressive media and thought-leadership campaign – media releases, byline articles, blogs, social media and eblast campaigns.
- CPR nominated and developed presentation that led to winning the American Telemedicine Association (ATA) 2023 Innovators Challenge for In-Patient Care Solutions.
- Created interview opportunities for CEO.
- Personal outreach and networking to non profit organizations.
- Developed B2B and B2C messaging to fuel awareness campaigns, educational initiatives and leadership – increased number of open rates and responses to eblasts.
- No advertising expense.





THANK YOU

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