

NEA

NEA is the national leader in streamlining provider payments for insurance companies. Their electronic solutions are secure, HIPAA compliant and save providers and payors untold hours of faxing, scanning and manhandling tedious and lengthy medical insurance claims.

HEALTHCARE MEDIA RELATIONS CREATES INDUSTRY LEADERSHIP REPUTATION

LEADING THE INDUSTRY

NEA now boasts more awareness for their revolutionary software product, which was almost unknown prior to their engagement with Write2Market.

RESULTS

Thanks to their engagement with Write2Market, NEA reached over 70 percent of their market of healthcare finance and IT decision makers within a six month period. NEA:

- is featured in top trade publications such as *HBMA Journal*, *Health Data Management*, *ModernHealthcare* and *Atlanta Business Chronicle*.
- is recognized in new media such as *HealthLeadersMedia.com* and *HL7 Blog*.
- has bylined articles in top publications such as *Health Management Technology*, which reached 106,000 decision makers.
- is recognized at conferences such as HFMA.
- is mentioned in *HIStalk* and *iHealthBeat*.
- has a CIO story in *ModernHealthcare* and *HITS newsletter*.

OBJECTIVES

- Help develop a strong re-branding/ message for all projects.
- Raise awareness for the software technology.

PROBLEM

How do we create awareness and reach our target audience?

THE TRIPLE-A INDUSTRY LEADERSHIP METHODOLOGY

Our Triple-A industry leadership methodology created the access to conferences, the awareness in healthcare media and the awards opportunities NEA needed to take the lead in their industry. Consistent outreach discipline, a strong strategic plan and powerful existing relationships with healthcare journalists laid the foundation for success.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

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WRITE2MARKET.COM