



CASE STUDY

Empathetic creative in action

CAREMETX CASE STUDY

At a glance

A patient advocacy tech brand:

CareMetx is a developer of patient-friendly hubs for the specialty pharmaceutical industry

Challenges

- Lack of brand awareness
- Low share of voice
- Limited marketing budget
- Small TAL
- High skepticism

Results

To date, CareMetx has helped over 2.5 million patients get access to their meds faster.

*Patients shouldn't
need patience.*

Break down access barriers and
end the wait today.



The universal challenge:

How to end the wait for life-saving drugs.

We all know that dealing with health insurance companies can be a major headache. But it's 100x worse for patients with rare conditions like cystic fibrosis, AIDS, multiple sclerosis and some cancers. Patients often wait weeks for the meds to be approved since they are so expensive. Local drug stores don't carry the treatments, so they have to be shipped. Caregivers need proper training to administer the drugs properly. It's such an ordeal, many patients— especially the elderly — give up trying.

The marketing challenge:

Low awareness of CareMetx combined with limited budgets.

First the good news. CareMetx designed a patient portal that speeds time-to-therapy and saves lives. Now the bad news: CareMetx has low brand awareness and limited marketing budgets. As a result, skeptical pharmaceutical executives often view them as a risky investment.

The big idea: **End the Wait**




To raise awareness of how patients feel while waiting for therapies, BOL created the End the Wait campaign. The campaign features a mixed reality that blends patients' homes with the worst features of waiting rooms (e.g. worn vinyl chairs, fluorescent lighting, plastic plants...etc.) The copy explains how CareMetx's hub streamlines every step of the patient journey — making the wait for specialty meds, history.

Bringing the campaign to life


Empathetic creative: We conducted a competitive analysis and developed a creative campaign that stands out from the sea of sameness in the category. The competitors mostly focused on their technologies. We took a human approach that brings the patient pain points to life visually and with compelling headlines.

Cost-effective production: Stock photography is often the go-to for companies with smaller marketing budgets. But that wasn't going to stand out enough. So we used photo compositing to create a look that was both unique and relatable.

Highly targeted media: Using ABM intent signals, we were able to narrow the focus of our marketing efforts on specialty pharmaceutical companies that were actively seeking a new hub solution.

**CareMetx.com**
39 followers
Promoted

Discover what top manufacturers want and need in a patient services hub provider, and how vendors are positioned to meet needs



Sticking to Rx regiments just got easier.

Leverage these findings to strategize for program success [Download](#)

Caremetx.com

47 21 Comments

Lead nurturing: The campaign consisted of LinkedIn ads that drove to a landing page, where we used an assortment of gated content (articles, infographics) to capture contact information. From there we nurtured the targets with emails and eventually sales calls.

Testing and testing again: We quickly turned off media buys that weren't performing, and amplified ones that were, resulting in greater ROI.





Ease pain points throughout the patient journey.

Leverage Industry Priorities to Improve Patient Care

The wait is over for a hub solution that streamlines and simplifies your entire patient journey. CareMetx gets patients faster access to specialty therapies, simplifies the reimbursement process, and makes sure medications are taken as prescribed for the duration of the treatment plan.



[See Infographic](#)

Uncomplicate Adherence, Enhance Company Value, and More

To gain insight into the needs of specialty pharmaceutical companies and the patients they serve, CareMetx conducted a survey distributed to top companies throughout the global industry. Get the detailed report to learn...



Solutions that drive value for your brand and patient services



How to set patients up for success with your brand



What to look for in a patient services hub



How to optimize your patient services program to align with goals

[See Report](#)

End the Wait for a Comprehensive Patient Hub Solution

CareMetx digital hub supports the entire patient journey to strengthen the relationship between patients and their pharmaceutical care. Find out how our solutions can improve adherence, optimize care, and so much more.

[Request a Demo](#)

CareMetx. Let's End the Wait.



Copyright © 2022 CareMetx, LLC All Rights Reserved

The healthy results

With the help of BOL, CareMetx has made it possible for over 2.5 million patients to access their meds faster. But that's just the start. CareMetx has added a new feature that monitors dosing and makes it easier for patients to take their meds as prescribed. That campaign is just launching. Hopefully, it will save even more lives!



**Stand out creative.
Outstanding results.
What can BOL do for you?**

bol-agency.com