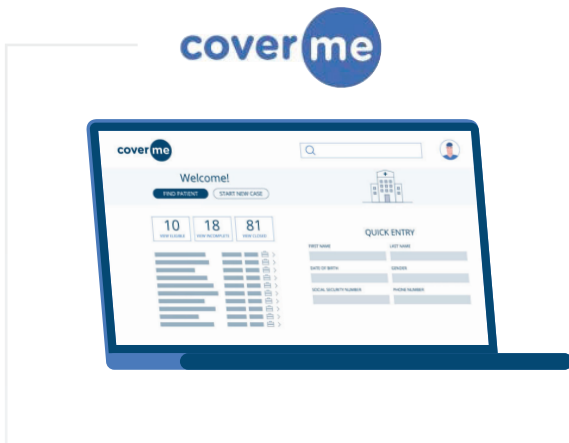


A Cost-Effective & Scalable Way to Increase Sales

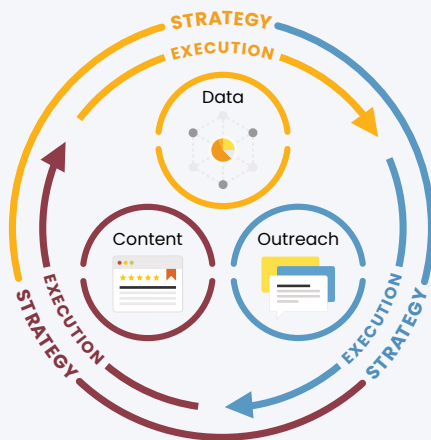
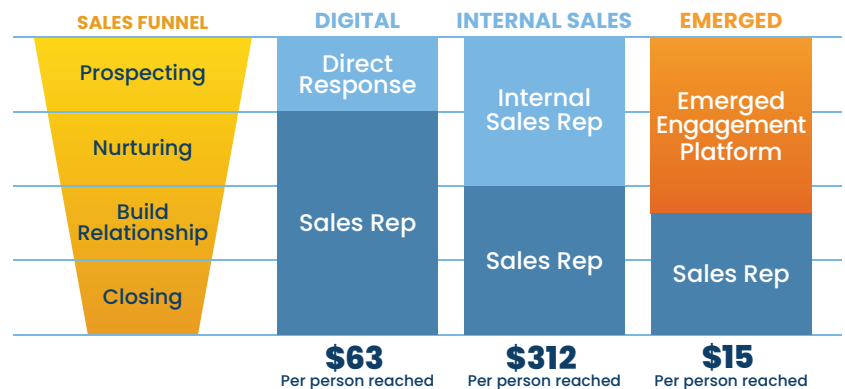
How we helped CoverMe, a real-time insurance eligibility and patient financing app, start sales conversations with revenue cycle teams in hospitals around the U.S. without adding to their head count.



It's no secret that when patients struggle financially, so do hospitals. Recognizing this, the team at CoverMe set out to help patients and providers alike by creating a real-time eligibility app that connects patients with a variety of payment options, therefore allowing hospitals to quickly recoup millions in uncompensated care.

Like many of our clients, the team at CoverMe was grappling with what we at Emerged refer to as the "3 B's"— Brand Awareness, Bandwidth, and Budget. They had developed an impactful platform that would surely benefit their audience; the problem was, **they weren't getting their messaging in front of the right prospects at the right time.**

In the midst of a pandemic, CoverMe was not in a position to integrate with and deploy an expensive enterprise software, nor were they eager to take on the salaries of additional sales reps. **Emerged customized a multichannel campaign for CoverMe that would find and engage with prospects—in the authentic way an internal sales rep would—at about 5% of the cost.**



The Emerged platform was developed exclusively for companies looking to sell to HCPs and healthcare administrators. Using our proprietary data, we honed in on the specific hospitals and titles that the CoverMe team wanted to target. From there, we developed their campaign assets and engaged the Emerged platform to run a multi-channel campaign to their exact audience, **utilizing tactics like automated 1-to-1 outreach and paid advertising on business and personal platforms.**

Within the first 90 days of the CoverMe campaign, we were able to connect their team with 650 new hospitals and start over 300 sales conversations with revenue cycle team members.