



# How Healthy Heights™ built a pipeline with HCPs in 6 months without increasing headcount.

## THE GOAL

Healthy Heights™ was founded by a team of pediatricians that developed a research-based shake mix clinically proven to help children grow in both height and weight. The Healthy Heights™ team was on a quest to expand their B2B sales channel. To do this, they needed to start educating Pediatricians, in order to drive patient referrals.

## THE CHALLENGE

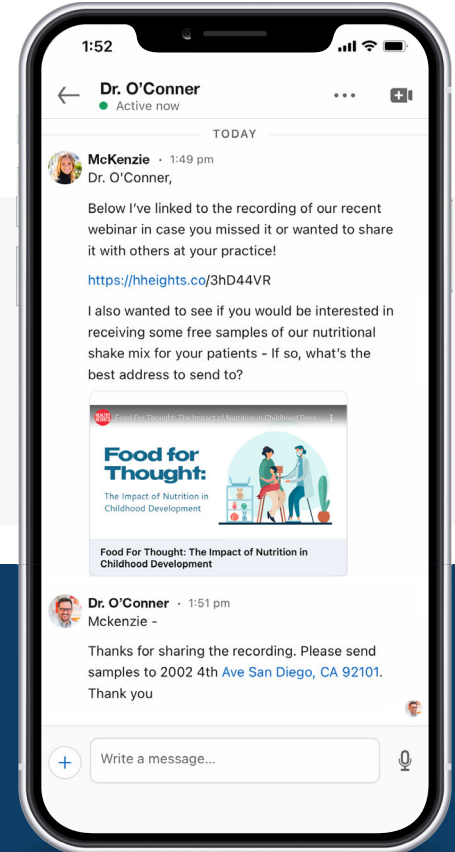
Like many companies amidst the pandemic, Healthy Heights was not looking to hire additional sales reps to manage this initiative. Instead, they needed help shifting to an omnichannel approach to better support remote interactions with healthcare professionals (HCPs).

*"We knew the first step would be to build awareness and credibility amongst other pediatricians so eventually they could refer our product to patients and their parents. However, with time, budget, and bandwidth constraints, we couldn't do it quickly enough on our own. That's when we decided to partner with Emerged."*

- Jason Zinn, Past President, Healthy Heights™

## THE SOLUTION

The Emerged platform is perfect for companies looking to sell to HCPs and nonclinical stakeholders. Using our proprietary prospect data, multi-channel media campaigns, and 1-1 outreach sequences, we are able to offer our clients a scalable and affordable omnichannel solution that leads to higher prospect engagement.



## THE OUTCOME

When it came to the Healthy Heights campaign, our goal was simple - to help their in-house nutritionist McKenzie Hall start quality conversations with pediatricians and other practice members. First, we honed in on the exact pediatric practices and locations Healthy Heights™ wanted to target using our proprietary data. From there, we created campaign assets, mapped out what content we would be sharing (and when), and engaged the Emerged platform to run a campaign to their target audience across multiple channels.

The Emerged Platform was able to identify, educate, and engage pediatricians and other practice members in an authentic way across multiple channels which led to a 27% engagement rate and a primed referral pipeline in just 6 months.