Case Study: Content Helps AristaMD Establish Leadership and Rank in Searches

AristaMD is a leading telehealth provider dedicated to innovation via disruptive technology that raises the quality of patient care while lowering costs. Their eConsult platform empowers primary care providers to significantly improve the process and give patients greater, more timely access to high-quality care.

AristaMD helps drive better health outcomes. Any large healthcare system is an ideal customer.

Working with the company's marketing executives, An Army of Writers helped AristaMD achieve strategic content goals.

Challenge: Create buzz

AristaMD wants to be the first brand that comes to mind when healthcare providers and administrators think of eConsult platforms.

> AAOW writers create intelligent content that informs and engages the healthcare community, without getting bogged down in jargon.
>
> *Kate McDonald, Marketing Operations Director*

Solution: Thought leadership

An Army of Writers assigned accomplished writers with medical industry expertise to work closely with AristaMD's in-house subject matter experts, marketing team, and PR agency. We created polished, articulate content bylined by company principals in order to elevate their status as thought leaders in the industry.

Tennessean.

Tennessee can push the envelope in mental health services by using eConsults | Opinion

While access to mental health services in Tennessee have greatly expanded in the last several years, more can still be done through telehealth services, like eConsults, that provide cost effective solutions to optimize patient care and increase PCP efficiency.

Dr. Edward Cladera Guest Columnist
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AN ARMY OF WRITERS

Challenge: Equip the sales team to close more deals

The sales team wants to answer leads' questions before they are asked.

Solution: On-demand coverage of timely questions

An Army of Writers worked closely with the sales manager to predict prospects' most common questions. We researched current, pressing industry concerns to authoritatively pre-empt those questions.

Improve Access & Reduce Patient Referral Wait Time
TOPICS: SPECIALTY CARE ACCESS

COVID Increased Patient Referral Wait Times
Telehealth tools, like virtual physician-to-physician consults, can help reduce the wait.

In the wake of COVID-19 patient referral wait times increased because patients delayed, avoided, and canceled medical appointments. One telehealth tool, eConsults, provides timely, low-cost access to specialty care within the primary care setting and reduce the backlog of patients as a "second surge" of non-Covid-19 related healthcare needs continues to rise.

The impact COVID-19 has made on our global economies, lifestyles, health, and healthcare systems is vast and multi-faceted. Many factors have contributed to a "second surge" in healthcare needs of non-COVID-19-related regular care in addition to acute and chronic health cases.

> The AAOW medtech writers delivered every time. We didn't have time to bring a writer up to speed on advanced healthcare topics, and we didn't have to.
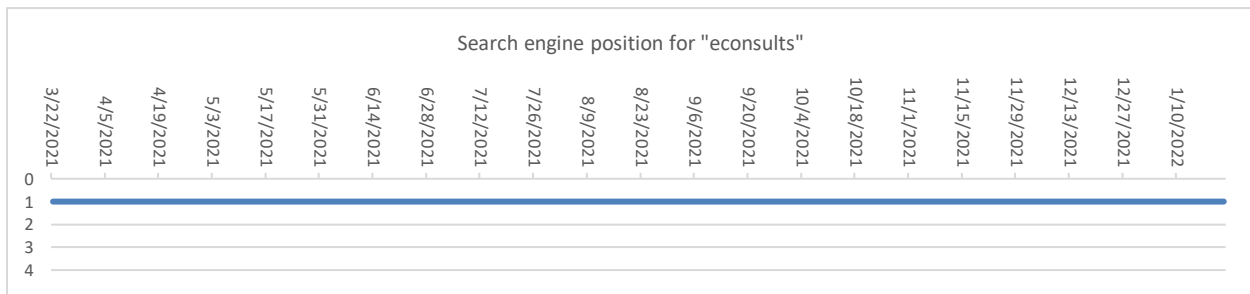>
> *Doug Smith, Marketing Content Manager*

Challenge: Achieve top search engine rankings

AristaMD wants to own its market as ubiquitously as Google owns the search engine space.

Solution: Optimized content

An Army of Writers worked with the marketing team to research and identify the company's most important keywords and key phrases. We created fresh, relevant content around those keywords.

The resulting content was published both in-house and across the industry. A comprehensive linking strategy helped push up rankings further.

Search engine position for "econsults"

3/22/2021 · 4/5/2021 · 4/19/2021 · 5/3/2021 · 5/17/2021 · 5/31/2021 · 6/14/2021 · 6/28/2021 · 7/12/2021 · 7/26/2021 · 8/9/2021 · 8/23/2021 · 9/6/2021 · 9/20/2021 · 10/4/2021 · 10/18/2021 · 11/1/2021 · 11/15/2021 · 11/29/2021 · 12/13/2021 · 12/27/2021 · 1/10/2022

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Results

- Content published by multiple high-profile industry and news outlets
- Vertical growth in referring pages and referring domains
- Elevated the company's reputation as an industry leader
- Position one search engine ranking for multiple critical keywords
- Increased brand awareness across the industry

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