

## Case Study

# Beacon: The Language of Health Plans: Creating High-Value Content to Qualify and Convert Executive Leads

Beacon Healthcare Systems is a private healthcare SaaS company providing essential compliance solutions to the health insurance industry.

- **The Software:** Beacon's solution is the only SaaS answer to streamline appeals and grievances management in a unified way across multiple states and jurisdictions.
- **The Leadership:** The team comprises current and former health plan executives and compliance officers, lending deep, authentic industry expertise.
- **The Products:**
  - **Beacon Compliance Manager:** Centralizes all monitoring, documentation, and communications—critical data often stored inconsistently across various systems.
  - **Beacon Appeals Manager:** Adds an enhanced layer of automation to appeals and grievances, dramatically increasing consistency and improving audit results.
- **Proof Point:** Industry titans, including Anthem, rely on Beacon's software.



### CHALLENGE: Demonstrate the value of a high-dollar product to top-of-funnel prospects

Failing to meet health plan compliance requirements is a costly pain point for health plans.

- **The Stakes:** Noncompliance results in multi-million dollar penalties. In 2023, the California Department of Managed Health Care levied fines totaling over \$53 million against L.A. Care. In 2021, UnitedHealthcare paid the state of New York \$14.3 million in restitution.
- **The Sales Need:** The sales team needed impactful, authoritative materials to share with top-level executives after conferences and during sales pitches. The content had to immediately build trust and keep Beacon's service top of mind.
- **The Ultimate Goal:** Beyond avoiding fines, compliance directly impacts the bottom line. A more accurate and compliant health plan secures higher Medicare reimbursements. Health plans are audited for compliance at least every three years.

### An Army of Writers set three critical goals:

1. Stake out the leadership position in health plan compliance software.
2. Generate qualified top-of-the-funnel leads.
3. Enable health plans to achieve a zero-finding audit.

### SOLUTION: Well-researched white papers by industry experts

BHS partnered with An Army of Writers, which assigned two writers with decades of healthcare industry experience. This expert approach combined deep research with a personal, industry-fluent touch.

- **The Content Focus:** The content needed to showcase how Beacon's products, when used in the \$1.4-trillion healthcare industry, could effectively reduce losses and increase revenue by addressing the universal, decentralized pain point of compliance management.

- **Research & Development:** The writers thoroughly researched the products, including previous iterations and the complex regulatory environment. They interviewed software developers, VPs, and sales teams to understand product offerings, process improvements, and key health plan metrics.
- **The Deliverables:** The process culminated in a dedicated white paper for each Beacon product, written in the precise language stakeholders understood.

- **The Expert Touch:** Our experts brought context and nuance to the white papers. The content educated buyers on the benefits of automating compliance and on the pitfalls of noncompliance, in a language that stakeholders understood. The white papers established Beacon as an authoritative solution provider.

Beacon's executives expressed appreciation for the writers' ability to step into the project and get fully up to speed quickly, without a lot of back and forth.

## Results: Measurable impact on BHS's sales and growth, cementing their authority in the industry.

1

**Clear value proposition:** This collateral convinced top-of-funnel leads that profitability and long-term sustainability could pivot on Beacon's products.

2

**Attract high quality leads:** The white papers qualified leads more effectively than ads or salespeople alone. Beacon could open conversations with health plan executives who had already read and understood the offer: a viable solution to a long-standing industry pain point.

3

**Authority Established:** The content cemented BHS's position as a leader in health plan compliance software, building immediate trust with skeptical, high-level buyers.

[Beacon Appeals Manager](#) | [Beacon Compliance Manager](#)

Hiring writers with the right knowledge and experience helped Beacon achieve its goals efficiently and effectively. The project closed with an invitation to begin the next two white papers.

What can An Army of Writers do for you?

### About An Army of Writers

An Army of Writers writes expert-level content for companies in complex, regulated industries. Vetted, expert writers take projects from start to finish, blending subject matter expertise with brand storytelling and strategy to support business growth.

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