

Launching a Healthcare Technology Startup in Philadelphia

Overview

Client: RoundTrip

Industry: Healthcare Technology

Services: Strategy
Public Relations
Social Media

Results

- 13 media placements in 10 publications
- Supported launch of a new platform

Challenge

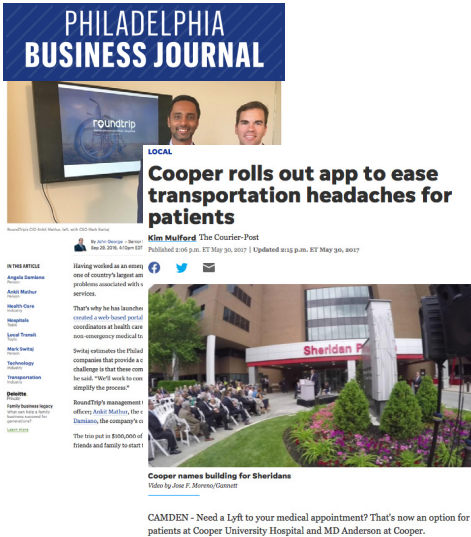
Many Americans are unable to travel safely to medical appointments, which can negatively impact overall wellness and health. That's where **RoundTrip** comes in: a healthcare technology company that streamlines the coordination of non-emergency medical transportation to improve the quality of patient care. To support their initial launch and growth, Slice Communications was brought on to raise brand awareness for the company through public relations and social media.

Insight

To start, Slice developed a marketing communications strategy in preparation of the launch that identified key audiences and stakeholders, with the tactics and outlets that would reach them directly.

For launch, we developed a press kit for the company, along with a launch press release that we pitched to a robust media list of both healthcare and technology reporters in the Greater Philadelphia region. Pitching to the reporters began about a week before launch to generate intrigue, and through that, we were able to secure an interview with the **Philadelphia Business Journal**.

Our work continued after launch as we were tasked with growing awareness. We continued pitching exciting updates and news hooks for several months, such as new partnerships with **The Nemours / Alfred I. duPont Children's Hospital** and **Cooper University Hospital**. Along with these, we worked to promote their efforts and thought leadership in other industry publications across the technology and healthcare verticals.



Success

As a result of Slice's pitching efforts for the launch, we were able to secure an interview for RoundTrip with John George of the Philadelphia Business Journal. The interview lasted about an hour and was published online later that afternoon. Overall, we were able to attain 13 media placements in 10 different publications and set up RoundTrip for continued success.