



Marketing Technology for Healthcare: eBook Samples



Our Philosophy

At glassCanopy – we love eBooks.

They make ideal “bait” when trolling for top-of-funnel leads and create a great first impression for your brand – they also provide valuable collateral for your sales force. What’s more, eBooks can be easily chopped into SEO-optimized blog posts and provide the context needed to quickly create videos, datasheets, case studies, and other collateral.

However, to be effective, the research, writing, and overall quality of the eBooks must be top-notch. Nobody feels good about giving out their contact information in exchange for a thinly disguised sales brochure.

Many of our clients felt that no one outside their organization could write an ebook that wouldn’t come off as just marketing fluff. That was before they started working with glassCanopy. Quarter after quarter, we produce in-depth eBooks on technical and complicated subjects that our clients (and their clients and customers) love.

Here’s a taste of what we can do...

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Important Information Before You Read This Document

CBS Health provides a scientifically validated and objective measure of an individual's cognition; however, it is not a diagnosis tool. CBS Health should be used in conjunction with other information and clinical judgment to reach conclusions regarding an individual's health. Ultimately, CBS Health does not replace the judgment of a practitioner. Cambridge Brain Sciences does not assume responsibility for the outcome of decisions made based on CBS Health data.

The CBS Health Platform

COMPREHENSIVE ASSESSMENTS TO EVALUATE BRAIN HEALTH

CBS Health allows clinicians to administer 12 core tests of cognitive function as well as many standard questionnaires such as the Patient Health Questionnaire (PHQ-9), Geriatric Depression Scale (GAD-7) scale, Revised Stress Scale (RSS), Revised Post-Concussion Symptoms Questionnaire (RPQS), and many more.

CBS Health is an online brain health assessment platform that takes seconds to set up, is engaging and enjoyable for patients, and produces a reliable and scientifically validated cognitive assessment report in as little as 15 minutes.

Assessments are easy to administer and don't require clinical supervision. This means they can be performed in the traditional clinic setting or sent electronically by the patient in the comfort of their home. The tasks are highly gamified and engaging and take only 1.5 to 3 minutes to complete. They also adapt to the patient's abilities, becoming easier or harder depending on patient performance. In addition, there are near-instant problem sets within each task such that no attempt is ever the same, leading to strong test-retest reliability metrics and minimal practice effects.*

With a set baseline, clinicians can monitor patients consistently for performance stability and begin to track an objective indicator for cognitive change. In addition, numerous brain imaging studies have directly linked neural activity in specific regions with each task, giving clinicians the tools needed to connect performance with brain disorders and deficits.



*See [this study](#) for more information on test-retest reliability metrics.

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IMPROVE MENTAL HEALTH DIAGNOSIS AND TREATMENT

It is abundantly clear that mental health conditions have significant impacts on cognitive function. Nearly every psychologist, psychiatrist, and neurologist has patients concerned of "brain fog" but these cognitive changes are sometimes subtle, often ill-defined, and rarely measured. Increased awareness about the tools that can support the public's mental health needs can help clinicians generate additional insights to provide the best possible diagnosis and treatments.

Furthermore, there's been a growing need for better mental health solutions:



Patients typically see a clinician when an event or episode has occurred, so clinicians do not have the data to determine if cognitive function has changed or is at its baseline levels—data that could be crucial for a confident diagnosis. Once a patient has returned to a previously established level, the clinician's goals may change: Now they need to ensure the patient is remaining stable, ensure medications are not having undesirable side effects, or look for early objective signs that the patient needs more care, and proactively engage them as required to help further support recovery. In all of these cases, cognitive monitoring can improve diagnosis of mental health conditions with cognitive symptoms, then give clinicians more confidence that their patient's mental health is stable or improving, or the data needed to take action should the patient experience a decline.

Clinicians need modern tools to evaluate patients and provide the mental healthcare they need.

Want to learn more about how cognitive assessments can be used to support clinical decision-making?

Download our eBook: [Connecting Care and Cognition](#)

[Download Your Free eBook](#)



*See [this study](#) for more information on test-retest reliability metrics. **See [this study](#) for more information on test-retest reliability metrics. ***See [this study](#) for more information on test-retest reliability metrics.

For years, healthcare has been moving toward a more proactive, individualized approach to assessing and treating patients. The rise of telehealth and remote monitoring has encouraged this shift across many specialties—but such positive changes in the cognitive care realm have lagged. Despite increasing awareness about mental health and cognitive care, there has been a lack of meaningful innovation in technology and attitudes supporting a more proactive care approach.

A large part of the problem lies in the nature of our healthcare system. By design, it tends to be reactive instead of proactive, and patients often visit their doctors when they have health problems to address. On the surface, the reactive approach seems less costly: Healthcare services are only administered when needed, saving limited resources. However, this reactive approach actually has the opposite effect and typically results in increased healthcare costs.*** When taking a reactive approach to brain health, action may not be taken until symptoms are obvious. Unfortunately, by the time a diagnosis is finally made, it's often too late to reverse the condition.

In contrast, a proactive approach may identify potential problems before a patient's quality of life is impacted. And that doesn't just apply to cognitive decline and neurological disorders—a proactive approach may also get ahead of mental health issues, which often impact cognition. A proactive healthcare stance gives clinicians the time they need to measure and compare cognitive function determined if there is a significant change over time.

Clinicians have embraced early-detection measures like cancer screening and longitudinal methods like remote monitoring, which have proven to be the most successful at saving lives from most reactive tests. When it comes to the brain, though, it is rare to see measurements to assist in early detection. Does that mean signs of cognitive decline would go undetected until it's too late? Not necessarily. Early detection of cognitive decline can dramatically improve patient outcomes.

Many patients and clinicians expect an early diagnosis and treatment for cognitive decline, but only one brain health and cognitive function assessment platform (this proactive approach).

See [this study](#) for more information on test-retest reliability metrics. **See [this study](#) for more information on test-retest reliability metrics. ***See [this study](#) for more information on test-retest reliability metrics.

Making a Case for Cognitive Assessments in Routine Healthcare

IMPROVE ROUTINE HEALTH PRACTICES

Implementing cognitive care protocols as part of standard practice provides long-term insights that can only be seen if they're measured in the first place. For example, patients can be monitored for:

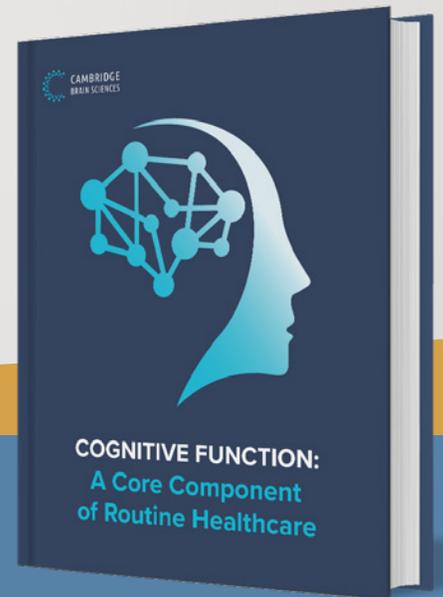
- General brain and mental health**, as you would other annual assessments like blood tests and physicals
- Long-term follow-up**, for people who have experienced cognitive issues due to a past event—like concussion recovery, chemotherapy-related "chemo brain," or "burnout"—issues after cardiac surgery—or whose treatment is ongoing, such as when taking medication for mental health conditions
- Post-treatment monitoring**, to ensure a return to a stable baseline
- Early warning signs**, for those with a family history of conditions like Alzheimer's or other cognitive impairments

It's hard to determine if there is a problem without a baseline measurement to compare to. Establishing a reliable baseline for a patient's cognitive function allows clinicians to easily perform all of the above and take a proactive approach to care.

By objectively measuring cognition regularly, clinicians can use active patient monitoring to offer better proactive care.



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Client: Cambridge Brain Sciences



What they do: Provide an online digital cognitive assessment platform



Summary: A discussion on how cognitive health should be integrated into traditional healthcare, and how this can be easily implemented by leveraging modern digital solutions.

Want to read the entire 19-page eBook?

CONTACT US

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Introduction

Hospitals and Integrated Delivery Networks (IDNs) are facing ever-greater pressures to innovate in both the clinical and financial spheres. Patients and providers increasingly demand ever-more costly equipment, medications, and systems for cutting-edge care. Meanwhile, payers increasingly tie reimbursements to the quality of patient outcomes, which are often dependent on factors outside a hospital's four walls and control.

To meet these challenges, health systems must capitalize on technology that increases clinical effectiveness and back-office efficiency. However, we've been down this road before. Some of you reading this are undoubtedly having flashbacks to costly and disappointing rollouts of Electronic Health Record (EHR) technology... or of pilot programs for other cutting-edge technology that turned out to be unreliable and costly white elephants.

Silicon Valley often brags about how its technology can be "disruptive" — but for the 24/7 business of providing health care, disruption can be anathema to staff satisfaction, patient care, and the bottom line. It's better to focus on low-risk, "transformative" technology that can enhance results without disrupting well-established habits and processes.

Conclusion

Next Step: Click-Through Proof-of-Concept

Data analytics projects of this type are complex. Complex projects bring a lot of unknowns.

We find that the best way to approach these unknowns is to create a click-through prototype that quickly fleshes out a proposed project while bringing challenges and risks to light.

Egen can provide a user-centered workflow and a click-through prototype in just five days.

- Day 1** On-site discussions, questions, and strategy meetings.
- Day 2** Data discovery
- Day 3** User testing and interviews
- Day 4** High-resolution designs with a click-through prototype
- Day 5** Presentation of all insights and handoff of designs with all work contained

This low-cost/low-risk prototype can be used internally to socialize and refine the project. Along with the prototype itself, we provide a fixed-price proposal and schedule for building out a production-ready application.

Give us a call at 630-870-1936.

We can discuss the parameters of your project and see if we might be a good fit.

Machine Learning is Mainstream

Big data. Machine learning. Artificial intelligence (AI). Pick a buzzword. The use of this technology is exploding across enterprises in every sector of the economy. Gartner cites deployment of AI in some form by 37% of all organizations, and a 270% growth rate in deployed AI solutions over the past year.

"If you are a CIO and your organization doesn't use AI, chances are high that your competitors do, and this should be a concern."

—Chris Howard, Research VP, Gartner

AI capabilities have matured significantly, and enterprises are increasingly implementing the technology. A "general AI" that can wholly take over complex tasks is still a far-off dream, but **AI-augmented work and decision-making are already mainstream.**

Enabling these powerful technologies requires:

1. Identifying the sources of raw data (whether structured or unstructured)
2. Setting up the data engineering resources needed to transform this information into a useable format and pool it into a single data lake
3. Analyzing and querying this information to power specific initiatives

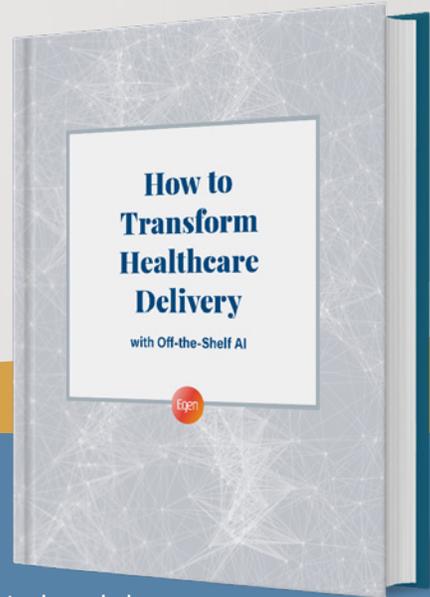
The Challenge of Unstructured/Siloed Data

Structured data is composed of clearly defined data types that make it easy to search and analyze. Most structured medical data is stored in databases or EHRs. Unstructured data is "everything else." Unlocking the value of structured data has long been the primary focus of most IT initiatives. However, it has been estimated that 80% of all relevant medical data consists of **unstructured** data.

Examples of unstructured medical data include:

- Doctor's notes
- Admission notes
- Medical histories
- Emails
- Genome information
- Audio and imaging files

What's more, the primary increase in medical data is coming from unstructured data, as these files are starting to be measured in petabytes rather than gigabytes. Standardized tools for unlocking this data have only recently moved out of the lab and become ready for production deployments.



Client: Egen



What they do: Support growing companies with outsourced digital and data engineering services.



Summary: An eBook explaining how hospitals and integrated delivery networks (IDNs) can leverage AI and analytics for clinical and financial innovation.

Want to see the entire 13-page eBook?

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Introduction

Read any medical journal, physician blog, or even the mainstream news media, and you'll find them flooded with articles on physician burnout. There are innumerable stories about doctors giving up on the practice of medicine or overwhelmed with the prospect of unwanted acquisitions.

The overarching trend lines in primary practice are increasing expenses and paperwork but falling revenue.

As a result, many independent physicians feel that their choices boil down to working more hours, seeing more patients and spending less time with each, cutting their own compensation, or giving up their independence altogether. What's more, an increasing share of newly minted physicians see private practice as a dead end and head straight for employment by hospitals, large medical groups, or the government.

However, this is a false narrative. Physicians around the country are building thriving independent primary care practices in which they are able to provide outstanding care, nurture patient relationships, and be financially rewarded for their work. To do so, they have intentionally re-architected traditional practice structures with heavily staffed but highly patient-centric practice models that are supported, not hindered, by technology and emerging payment models.

Do You Hate Your EHR?

If you adopted an EHR or billing software during the gold rush and still find yourself struggling with it on a weekly or daily basis, it's time to dump it. You and your staff spend your entire day working within your EHR. You should love it, not loathe it or merely tolerate it.

It's easy to get lost in feature comparison charts, but checklists don't capture the day-to-day reality of using a given piece of software.

Luckily, evaluating your current clinical software is surprisingly simple. Does it do everything that you need it to do, and do you and your staff enjoy using it?

If the answer is "no," then get rid of it.

The days of hating EHRs are over. There's good, affordable software that will enhance and support your clinical practice.

You wouldn't tolerate a stethoscope that barely functions, needs constant maintenance, and looks hideous. Don't put up with it from your software.

See What a Thoughtfully Crafted EMR Looks Like

Get a 30-minute demo of Elation Health.

After struggling with other EMRs, Elation is like a breath of fresh air. Elation is the first EMR to actually make note writing, referrals, and prescriptions more efficient instead of bogging me down.



Alicia Cunningham, MD
Internal Medicine
Burlington, VT

Direct Care

Direct Care is a medical practice model where providers contract directly with patients. For almost all of America's history, Americans paid their provider directly for care. It was only in the 20th century that health insurance outpaced out-of-pocket pay as the primary revenue source for medical practices. But since the turn of the 21st century, direct care has made a resurgence.³

In 2005, there were fewer than 150 physicians practicing in direct primary care, concierge, and other direct care models. This number grew five times in the next five years, to 756 in 2010, and then even more rapidly to an estimated 6,500 direct-care physicians across the country by the end of 2015.⁴

For physicians, adopting a direct-care model can improve work-life balance, reduce practice overhead, bring higher per-patient revenues, and maintain physician autonomy.⁵

For patients, direct care can mean a greater degree of access to, and time with, physicians. Improved communication and more regular, engaged care leads to fewer unnecessary tests, less frequent hospital visits, and lower total cost of care.⁶

Want to know more about Direct Care?

We've created a Direct Care Playbook with all the information you need to build out or transition to a direct-care practice, from setting up technology and pricing models to marketing and launching the practice.

Download now

³ 301 Marks, The Convergence of Physician Supply and Demand 2017 Update: Projections from 2010 to 2030. *Association of American Medical Colleges* website.

⁴ The Physicians Foundation, A Survey of America's Physicians: Practice Patterns and Perspectives.

⁵ American Academy of Family Physicians, The Direct Primary Care Model: How it Works. *American Academy of Family Physicians* website. Accessed July 9, 2017.

⁶ Dubler & B, for the Medical Practice and Quality Committee of the American College of Physicians, Assessing the Patient Care Implications of "Concierge" and Other Direct Patient Contracting Practices: A Policy Position Paper from the American College of Physicians. *Ann Intern Med*. 2015;162:W49-W52. doi: 10.7554/ACBP.006.

About Elation Health

Technology for the craft of independent medicine.

Elation Health is the trusted clinical system for primary care physicians across the country. A certified, cloud-based EHR system connects patients to their providers in a dynamic health information network, enabling providers in different organizations to share information and collaborate on mutual patients at the point of care. Elation is truly built with respect for the evolving physician workflow to support clinical collaboration and the delivery of exceptional patient care. Experience the difference of a clinical-first approach: www.elationhealth.com.



Advancing the craft of independent family medicine.



Client: Elation Health



What they do: Electronic health record (EHR) system



Summary: An overview of how healthcare has changed and guidance on how embracing the right technology can help practices flourish.

Want to see the entire 13-page eBook?

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The common denominator for a majority of these initiatives is the pharmacy, as most patients are prescribed at least one drug before, during, or after their stay in a hospital. A simple cloud-based solution is all that is required to consolidate these patient records provides foundational plumbing not just for telepharmacy, but for cross-departmental data analytics programs and all future telehealth initiatives.

A robust telepharmacy program provides the bedrock for building any future telemedicine programs.

Rapid ROI: Consolidating Existing Resources

The same cloud-based technology should allow you to consolidate pharmacy labor across facilities. Clinical pharmacists are highly paid resources with highly variable utilization rates. Telepharmacy allows you to smooth out those peaks and valleys, expand coverage, and provide more consistent turnaround times for improved quality of care. It also produces operational efficiencies that can be translated into significant savings or reinvested in expanded pharmacy-driven clinical initiatives. All of this combined with simple SaaS-based deployment to enable rapid ROI.

Telepharmacy offers a rare opportunity to get a "quick win."



Contained and Manageable Scope

The compartmentalization of pharmacy departments from the rest of the hospital makes it relatively easy to bring the relevant stakeholders to the table and come to agreement. The technology and processes involved in telepharmacy are already well proven across medical centers of all sizes.

The bleeding edge is not the place to start telemedicine initiatives

Regulatory Maturity

Telepharmacy traces its roots in the United States back to 2001 as a solution for patients of rural pharmacies in North Dakota that would otherwise have gone unstaffed.¹ In the intervening years, clinical telepharmacy has quickly evolved into an operational mainstay for smaller community hospitals as well as larger integrated delivery networks (IDNs) and other multicity hospitals.

At the time of this writing, all 50 states have regulations or positions in place that allow for clinical telepharmacy.

Clinical pharmacy services have been performed remotely for years—the technology is stable, and the regulatory environment is clear.

Rapid ROI

Regulatory Maturity

Manageable Scope

FOUNDATIONAL PLUMBING

1. <http://www.pharmacytimes.com/news/state-regulation-of-telepharmacy> accessed July 30, 2017

How to Get Started

Unlike the complex EHR rollouts that many hospitals are still wrestling with today, telepharmacy deployments can be done in a matter of months, not years.

A relatively small number of personnel needs to be trained, and because the software is not trying to be all things to all people, it's intuitive and easy to learn.

PipelineRx

PipelineRx is the leading provider of both telepharmacy infrastructure and virtual pharmacy services. We enable multicity hospitals and ACOs to optimize their own staffing across diverse institutions and underlying technologies and provide optional on-demand virtual pharmacy services.

16M+
Medication line orders clinically verified on PipelineRx software each year

800+
Pharmacies use our technology every day

42
States with active customers

33%
Pharmacies have a PD1 or PD2 advanced degree

300+
Hospitals use our solution

10-15
Average years of experience held by PipelineRx pharmacists

100+
Experienced hospital pharmacists on staff

We are proud to work with organizations like:



Client: PipelineRx



What they do: Telepharmacy services and solutions



Summary: An introduction to the benefits of telepharmacy for hospital and healthcare system executives.

Want to read the entire 19-page eBook?

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Taking a Holistic View of Experience

Commonly, healthcare organizations purchase a host of point solutions rather than address experience holistically, which not only defeats their ultimate goal, but it also creates a back-end patchwork that is incredibly costly and difficult to maintain, secure, and scale.

Creating a better experience for consumers across all channels can be achieved by viewing the experience from four points:



This cohesive approach takes digital transformation beyond a tool, portal, or app and addresses areas that impact experience while tying experience to higher business and operational objectives.

80% of patients want to interact with their healthcare providers using a smartphone.

Prior Authorizations

Prior Authorizations (PA) are another significant burden on physicians. PAs require significant resources and, in many cases, negatively impact patient care. The AMA reported staggering statistics that 94% of providers saw delays in patient care due to PAs, and 8 out of 10 reported that their patient abandoned treatment while waiting, which can lead to significant adverse events. In this manual process, each health plan has a unique policy and documentation requirements for PAs, significantly increasing the burden on physicians and staff required to manage and comply with specific authorization requirements. The AMA survey revealed that 86% of physicians reported PA burden was high or extremely high, with their offices spending two business days a week managing PA requests.

An AMA report cited a 17-hospital system spends \$11 million annually to comply with health plan authorization requests.



The SDLC Partners Difference

Over the last decade-plus, we've evolved our services and approaches to capitalize on our successes and experience with clients, bringing the best of what has worked and coupling it with the latest proven technologies and expertise.

We call it the SDLC Partners difference.

Our talent, processes, and leadership combine into a high-performance culture focused on collaborating to realize our client's vision. As one client put it, "We take on the 'why' of the customer and fully embody whatever it takes to accomplish the good goal."

As part of the CitiusTech family, we're delivering greater scope and depth to build frictionless experiences within and across healthcare organizations, ensuring their initial digital touchpoint, back-end systems, operations, and data achieve business and care objectives.

SDLC Partners Offers Expertise, Comprehensive Capabilities plus Solutions

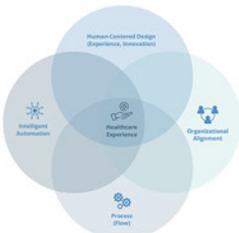
HEALTHCARE EXPERTISE

SDLC Partners is part of CitiusTech, a leading provider of healthcare tech services and solutions. With over 15 years of experience, we aim to tackle healthcare's most complex problems by empowering healthcare organizations to create healthier lives through frictionless healthcare and expanded digital services.

COMPREHENSIVE PROBLEM SOLVING

When looking for a solution, it is critical to identify the right problem first, as starting the process with the wrong problem only leads to frivolous solutions and wasted time. Creating an optimal healthcare experience enables organizations to deliver significant value to each ecosystem partner. Many issues within healthcare are complex and multifaceted and are bespoke for each organization.

SDLC Partners achieves problem solving through a design thinking framework that targets organization-specific problems and employs a Human-Centered Design approach, bringing together experience and innovation to build a tailored healthcare strategy.



Reducing Manual Processes with Intelligent Automation

The labor-intensive and unnecessary manual processes often found across healthcare organizations burden employees, slow throughput, and increase errors. Even in our digitally driven society, healthcare still has many manual processes that leave physicians and healthcare organizations burned out and spending significant resources. Leveraging intelligent automation—a combination of straightforward automation and more advanced technology like artificial intelligence (AI) and machine learning (ML)—improves throughput and frees up knowledge workers. The 2021 State of Healthcare Report highlighted that while AI and ML are still in the early stages, stakeholders are beginning to see benefits.

Payers realize the ROI of automation technology, with 48% of executives stating that they realized a significant return and 49% reporting they recovered their investment.



Want to learn more about the benefits of intelligent automation across healthcare?

Start with our RCM eBook: *Driving Efficiency within Revenue Cycle Management through Automation*

DOWNLOAD NOW

Case Study: Using RPA to Automate Claim Audits Processing

A major healthcare product and service organization was hindered by an onerous, manual claims audit process. SDLC Partners was able to utilize RPA to streamline its claims processing times, while freeing up auditors to work on other critical business growth priorities, resulting in:

- 5,000** claims getting automatically audited per week.
- Optimized processes** for better speed-to-audit resolution.
- More time for other business initiatives** like dashboards to help executives understand KPIs and make more data-driven decisions.

READ THE CASE STUDY



Client: SDLC Partners



What they do: Healthcare services with a focus on automation and human-centered design.



Summary: An overview on the importance of healthcare experiences, including a guide on how to ensure that the front-end experience and back-end system are able to deliver a seamless and personalized journey across channels.

Want to read the entire 22-page eBook?

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About glassCanopy



You could probably write a fantastic eBook every quarter that would engage your prospects and customers... if you had the time. glassCanopy effectively creates that time by taking on all of the heavy lifting: conceptualization, research, writing, and final layout. All you have to do is provide feedback and revisions.

We then take those eBooks and integrate them into a lead generation machine that we run for you. We handle everything:

- Content creation
- Ad buy planning and execution
- Landing page and banner design
- Integrating with your CRM and marketing automation
- Lead nurture campaigns
- Closed-loop analytics, reporting, and optimization

Our core services cost between \$10–25K per month plus media buys. We're best suited to companies with complex products/services with average deal sizes of \$10K or more.

If you're interested in seeing what we can do for you:



**Give us a call at
(415) 663-7826**



**Send us an email at
rich@glasscanopy.com**



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