



THE SITUATION

Elite Biomedical Solutions (EBS) manufactures high-caliber, U.S.-made third-party replacement parts for infusion pumps and telemetry units. The family-owned company is driven by a commitment to quality and patient safety because they know real lives depend on their products.

When EBS was founded in 2012, no other medical equipment manufacturer in the U.S. made new replacement parts to provide savings and quality assurance. EBS saw a need and forged a niche by manufacturing OEM-quality replacement parts that were made in the United States at an affordable price. As a registered FDA and ISO 9001:2015 and 13485:2016 compliant company, every new EBS replacement part must pass rigorous testing procedures. While the industry doesn't require it, and few competitors bother with it, Elite is unwavering in its dedication to delivering high quality and value.

With a client list of over 1,500 hospitals, EBS' small marketing team needed help keeping pace with ongoing marketing needs as well as the company's ambitious goals to grow brand awareness and business overall. Recognizing Right Source's expertise in healthcare and healthtech content strategy, creative execution, and targeted distribution, EBS enlisted the team to develop a comprehensive strategy and then partner with them to execute on that strategy.

THE CHALLENGES

1. Brand Awareness

Competition in the third-party medical equipment marketplace has intensified due to various factors, including the increasing demand for affordable healthcare solutions and technological advancements that have made it easier to manufacture replacement parts. EBS' products were well-received at trade shows and conferences, but they found it challenging to get attention from their target audience — and expand that audience — outside of events.

2. Educating the Marketplace

Not all third-party medical equipment manufacturers are created equally. Because there is no regulation for the quality management standards of third-party

medical manufacturers, some companies cut corners in production and develop parts that jeopardize patient safety. For healthcare and hospital systems, cheap parts that were made overseas may seem like a good buy in an era of tight budgets; however, EBS' main challenge was to educate leaders and technicians about the perils of such investments while also highlighting the cost and efficiency advantages of choosing a domestic partner with a dedication to quality assurance.

3. Inconsistent Marketing

The company had dabbled in various initiatives, but because staff was stretched thin, efforts were often inconsistent and failed to engage their target buyer audiences.

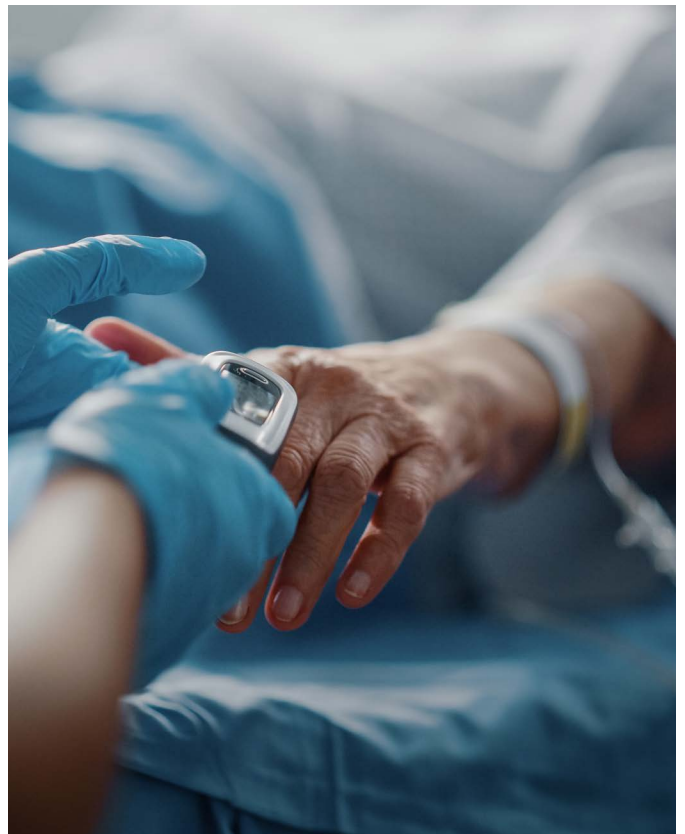


THE WORK

After identifying the top challenges, Right Source began its content marketing strategy and planning process, which included extensive competitive research, search ranking analysis, core messaging development, and comprehensive editorial and distribution plans.

With a deep understanding of EBS' mission and a strategic desire to increase its brand awareness in a competitive landscape, Right Source:

- Refined the company's messaging to highlight key differentiators.
- Implemented processes to plan, create, and publish a steady stream of targeted content on EBS' newly established blog.
- Published a variety of content positioning EBS as a thought leader and changemaker in the medical equipment marketplace, as well as content that addressed common prospective buyer questions and pain points.
- Identified key terms related to EBS' products and optimized existing and new content to rank on search engines.
- Revamped critical pages on the EBS website, including the homepage and about us pages, to reflect updated brand positioning and to increase organic search visibility.
- Launched a monthly email newsletter to distribute relevant content to prospects and current customers regularly.
- Produced eBooks that were distributed through paid media, social media, the company newsletter, and the EBS website.
- Established a social media presence by launching Facebook and LinkedIn profiles and maintaining a regular publishing cadence.
- Launched LinkedIn and Google paid advertising campaigns to drive awareness and conversions.



THE RESULTS*

~ 10,000

new visitors viewed blogs with a high average
time on page (nearly 3 min)

+500%

increase in website visitors from
organic social media

+53

new and targeted keywords ranking
on Page 1 of Google

+65%

increase in overall organic traffic

+20

contact form completions in the first three
months of paid advertising of Google

Based on these successes, the Elite organization plans to grow its partnership with the Right Source team to support brand awareness efforts for EBS' sister company, Elite Precision Plastics.

**Results over a period of 18 months.*

"The Right Source team has become an incredible business partner to grow with. I came to them as a one man-team with a much bigger vision for our marketing. They allowed that vision to come to life with a strong execution plan and knowledgeable team. I look forward to what we can accomplish in the future." – Madison Trejo, CVO, Elite Biomedical Solutions

RightSource M A R K E T I N G

*Right Source helps healthcare and healthcare technology companies grow
with content-driven digital marketing.*

rightsourcemarketing.com
info@rightsourcemarketing.com
888-512-0451