

ONLINE BRAND-BUILDING CAMPAIGN

PURPOSES

- To build a base presence on social media that are appropriate for our target market
- To establish the company's medical and legal services expertise through use of a blog, case studies, whitepapers and videos
- Use the chosen online outlets to draw traffic back to the company website to increase business development opportunities and sales

LENGTH OF CAMPAIGN

Ongoing

TACTICS

- Create a new company website to feature more in-depth information about services and products, multi-media/videos, a blog, project and service case studies, and whitepapers on relevant industry topics and trends.
 - Website conceptualization and development began in May 2012, and new site launched in April 2013
- In conjunction with website launch, establish a company presence on relevant social media
 - is a niche B2B company, with a very specific, highly professional target audience. Therefore, it was decided that the most appropriate social media outlet is LinkedIn, as it is understood that our market spends little time on social media and, due to the nature of their business, would be unlikely to engage on less professional social sites. A YouTube presence was also created to house videos and other animations used within the website.
- Share and promote company-created content and other relevant company news via the website and LinkedIn, ensuring that SEO tactics are utilized to draw additional traffic

RESULTS

- After the first year, the combined website, social media and SEO tactics have increased traffic to the company website by **38%**
- Organic search traffic has increased by **30%**
- The company's LinkedIn following has increased by **~85%** since the campaign began, with growth remaining steady at approximately **20%** per month
- After one year, the marketing strategy, combined with personal lead nurturing, has increased new business by **~12%**

ONLINE BRAND-BUILDING CAMPAIGN

WEBSITE

CLIENT LOGIN

Medical expertise to focus your defense.
Passion to support your mission.

ABOUT SOLUTIONS EXPERTISE TECHNOLOGY PERSPECTIVES CAREERS CONTACT US

Search Excelas GO

THE CARE CALENDAR

NEW! See every instance of patient care, quantified and presented in a single, visual display.

CLICK HERE TO READ MORE!





DEFENSE STRATEGY CONSULTING AND INSIGHT FOR LONG-TERM CARE PROVIDERS

streamlines the early case assessment process for long-term and acute care providers facing claims and litigation. We make order from complexity, preparing the mountain of medical information surrounding your case into concise and objective reports, so you know from the beginning when to deny, when to defend and when to settle.

[Solutions](#)



PUTTING TIMELY AND PRECISE CASE MATERIALS INTO THE HANDS OF DEFENSE COUNSEL

Medical review that streamlines the work of defense counsel—it's our passion. Our team of medical-legal professionals organizes and analyzes records, delivering the facts you need to identify effective defense strategies. The medical record is the heart of your case; let us put it to work for you.

[Solutions](#)



DELIVERING THE TECHNOLOGY AND TOOLS TO KEEP IT SIMPLE

Medical records at the click of a mouse—it doesn't get any simpler than this. Work efficiently with records at your fingertips. From your desk, on the road, or in the court room: Our proprietary software, [Excelas](#), gives you exactly what you need, right when you need it, 24/7, from any location.

[Technology](#)

VIDEO:

Flexibility to Meet Client Needs
From claims and litigation to regulatory projects. If your challenge involves medical records and the information they contain, [Excelas](#) has a solution that's a perfect fit.

[Read more](#)

WHITEPAPERS:

Preparing for RAC Audits: Hospice Services
Hospice services are a critical focus area for CMS. Find out why hospices are under the microscope, and how you can prepare for and respond to government audits.

[Read more](#)

CASE STUDIES:

How to Evaluate the Use of General Inpatient Care
GIP is an active focus area for regulatory auditors. Many hospice providers are proactively using internal audit to assess how appropriately GIP is being used and documented in their facilities. [Excelas](#) can help you efficiently and objectively perform your audits, providing the insight you need to be confident in your billings.

[Read more](#)


BLOG:

A Business Associate's Compliance Journey: Business Associate Agreements
[Excelas](#) is a small business. As such, we sometimes face challenges in our journey toward HIPAA ...


[Read more](#)

ONLINE BRAND-BUILDING CAMPAIGN

LINKEDIN



HomeProfileConnectionsJobsInterests



is a national provider of medical information analysis to help health care organizations, medical corporations and insurers settle and win cases. We work exclusively in long term and acute care. Our team of medical professionals uses , our proprietary technology, and ' to help our clients integrate complex medical information with defense strategy. [see less](#)

Specialties

Medical information analysis, Medical record organization, Risk assessment, Defense strategy consulting

Website

Industry

Type

Legal Services

Privately Held

Headquarters

Company Size

Founded

11-50 employees

2005

Recent Updates

Even as a small business, is held to the same HIPAA compliance standards as large organizations. Our compliance team uses research and feedback to find the best solutions to our compliance challenges.



A Business Associate's Compliancy Journey: Electronic Transfer of PHI

[tinyurl.com](#) · As a small company whose primary function is to receive, review, analyze and report on the facts contained in medical records, we deal in the transfer of protected health information (PHI) on a daily basis. Medical records are at the basis of all...

Like (4) · Comment · Share · 1 month ago

 [Jerry Bailey, Patty Strohmeier](#) +2

Add a comment...

Falls among the elderly are not uncommon. Learn how dementia impacts fall risk, as well as some strategies to reduce risk.



Dementia and Falls in the Elderly

[tinyurl.com](#) · Falls are not uncommon in the elderly, regardless of whether they're at home or in a healthcare facility. It is estimated that over 1/3 of older adult admissions to nursing homes are related to falls and instability. Add dementia to the mix, and...

Like (4) · Comment · Share · 3 months ago

 [Mary Fisher, Kathy McGinty, MBA-HCM](#) +2

Add a comment...


is working to support the regulatory audit and survey process with a variety of services geared toward ensuring an expedient and complete response to the challenges at hand.



Regulatory Services

[excelas1.com](#) · is working to lessen the regulatory burden of our clients with a variety of services geared toward ensuring an expedient and complete response to the challenges at hand.

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 [Kim Henchar, Cheri Streicher](#) +2

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We're pleased to announce that has been named as a winner of the 2013 Alfred P. Sloan Award for Excellence in Workplace Effectiveness and Flexibility.





Happenings

[tinyurl.com](#) · has been honored with the 2013 Alfred P. Sloan Award for Excellence in Workplace Effectiveness and Flexibility.

Like (11) · Comment (2) · Share · 11 months ago

 [Brian Langdon, Kim Henchar](#) +9

 [Shirley Hunter, SPHR](#) Congratulations!
11 months ago

 [Kathy McGinty, MBA-HCM](#) Congratulations
11 months ago

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