



Establish Thought Leadership



GOAL

Version 2.0 Communications came onboard as a strategic partner to NaviNet in late 2011 with the goal of establishing the company as an innovative thought leader in the healthcare market on both a local and national level. With a major acquisition involving the Blues health plan at the start of 2012, and the change in leadership that followed, Version 2.0 was tasked with raising the profile of the newly re-organized company through strategic interaction with key influencers in healthcare. The team also worked to secure NaviNet's participation in high-profile industry events and conferences, positioning the evangelist CEO as a forward-thinking, go-to resource for the media and key influencers, seeking to understand the complexities of issues in the national healthcare debate.

STRATEGIES

Version 2.0 approached the challenge with a multi-pronged communications campaign, introducing the company and key executives to Boston's prestigious healthcare IT influencer community and bolstering the thought-leadership profiles of the executive team in the national business press. With the company's new messaging and positioning still evolving, Version 2.0 offered strategic counsel to develop a high-level story line focusing on NaviNet's multi-faceted leadership team consisting of a successful serial entrepreneur as Chief Executive Officer and a physician turned Chief Medical Officer.

The program kicked off with aggressive outreach to local Boston media, leveraging Version 2.0's strong relationships with healthcare press and analysts. The strategy required securing executive briefings in high-impact media as well as pitching and booking invitations for participation in high-profile, invite-only industry events. Once the acquisition closed, Version 2.0 worked closely with NaviNet executives to develop messaging and positioning, while also preparing answers to questions around company reorganization and changing customer relationships. Version 2.0 quickly translated the complex acquisition deal terms and conditions into a media-friendly story and executed a pre-determined, tiered outreach strategy upon the launch of the official announcement.

Leveraging the knowledge and experience of NaviNet's new CEO, Version 2.0 was able to insert him and the company into the larger industry conversations and position NaviNet's leadership team as go-to resources for their expertise and opinions on the future of healthcare in the U.S.



Following the acquisition, the company brought on a new CEO who had worked on the board of one of the acquiring firms. Version 2.0 announced the leadership change and leveraged it as a news hook to once again bring NaviNet to the attention of key press and influencers. The meetings gave the new CEO the opportunity to articulate his vision for the company and to define and interpret what he saw as key trends shaping healthcare in the next decade. In addition to coverage, Version 2.0 worked to secure speaking engagements at key events that would enable him to amplify his point of view and corporate vision beyond the audiences of print-based publications and readers of influential blogs.

As the U.S. presidential campaign intensified, healthcare grew increasingly prominent as an issue. Version 2.0 was laser-focused on news-jacking and responding to articles that speculated on the changes in healthcare post-election. Leveraging the knowledge and experience of NaviNet's new CEO, Version 2.0 was able to insert him and the company into the larger industry conversations and position NaviNet's leadership team as go-to resources for their expertise and opinions on the future of healthcare in the U.S.

RESULTS

Version 2.0's campaign successfully built awareness for NaviNet in both the Boston and national business press and influencer community. In addition, the campaign established NaviNet's CEO as a knowledgeable resource for interpretation of complex healthcare issues and a visionary in the field. Highlights include:

- Attendance at the 2012 Nantucket Conference, an exclusive, invitation-only networking event for CEOs, venture capitalist and other influential business leaders in the Boston technology and healthcare communities
- Established relationships, placed bylined articles and secured coverage of NaviNet in key local publications prior to the acquisition including: Xconomy, The Boston Globe and the Boston Business Journal
- Amplified acquisition news by working with the team to secure coverage in both trade, local and national media including: The Wall Street Journal, The New York Times, The Boston Business Journal, WBUR (Boston's NPR station), InformationWeek and Mass High Tech
- Introduced the new CEO to local and national business press, positioning him as an expert on topics surrounding healthcare regulation as it pertained to current events in the news
- Secured briefing for the new CEO with Bloomberg Businessweek, where he offered analysis included in the publication's post-election feature story
- Secured a speaking spot for the new CEO at the highly-attended Xconomy Forum: Transitions in Healthcare event, which focused on evolving operations and potential disruptions in the health IT industry and included presentations by the nation's top influencers in the digital healthcare space