

# CASE STUDY [ WEX Health ]



## Challenge

WEX Health is a leading software solution provider in the healthcare benefits category processing over \$4 billion in reimbursement transactions annually. While recent healthcare reform legislation has increased sales growth, it has also attracted new and aggressive competitors. WEX Health needed to reassess marketing, messaging, and implement its own aggressive marketing program.

## Solution

Modern Marketing Partners carefully analyzed both WEX Health and competitor marketing, identifying an opportunity to implement branded thought leadership, and build brand preference through aggressive content marketing, publicity, social media marketing, and search engine optimization (SEO). MMP launched the Healthcare Trends Institute complete with an editorial advisory board, an educational webcast series, e-newsletters, white papers, infographics, and a fervor of publicity.

## Results

WEX Health has successfully regained market and thought leadership in arguably one of the fastest growing industries in North America with the Healthcare Trends Institute boasting more than 5,000 registrations annually. Metrics on website and social media engagement are closely monitored, with more than 15,000 unique visitors monthly reflecting a 300 percent increase in website traffic over the course of 12 months. Publicity placements have generated more than 600,000 views, including editorial pieces in USA Today and Reuters. *Publish or Perish.*