

Client Success Story

FRACTIONAL CMO

Marketing Strategy, Planning & Implementation

BACKGROUND

Phoenix LTC is headquartered in Phoenix, Arizona and provides innovative, cost-effective, durable, and fit-for-purpose medication management solutions designed to improve the overall patient and healthcare professional medication experience. The company also offers state-of-the-art and subscription-based software and an innovative, automated medication management product line with numerous desired features, some of which include secure inventory control, biometrics security, easy-to-use interface, and drawers, bins, and cubes that individually lock and unlock.

Phoenix LTC serves many different markets – from skilled nursing to independent living. Phoenix LTC also trains and supports clients to ensure satisfactory outcomes with their long-term care medication carts and storage solutions built for simplicity, configurability, and functionality.



PHOENIX
MEDICATION MANAGEMENT SOLUTIONS

“ With the help of Fractional CMO, our competitive position in the marketplace has been advanced to a higher level than ever before, and as an additional benefit, we are breaking our past sales records! ”

Mark Steitz

Vice President of Sales & Marketing



CHALLENGES



- Phoenix LTC knew its medication management solutions were the best in the industry, and wanted comprehensive, cohesive, effective marketing to make sure facilities that could benefit from utilizing them knew it too. Phoenix LTC had plans to expand into the Canadian market as well.
- Phoenix LTC had done some marketing initiatives, but they were not as organized as they could've been to have the maximum impact. Some of the issues included a lack of high-level strategy, marketing plans, and several important marketing activities were missing altogether.
- The company needed updated marketing materials (including product catalogs and distributors' collateral), a targeted effort to engage with more prospects and clients, and marketing support for trade shows, expos, and distributors. There was no Chief Marketing Officer on-staff to lead all marketing campaigns and grow the business.

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OUR SOLUTION

- Working closely with Phoenix LTC's management, through frequent communication including weekly in-person meetings, Fractional CMO created and executed a marketing plan including regular 'touch points' with care facilities, distributors, and current clients.
- Once Phoenix LTC had access to a Fractional CMO and skilled marketing specialists, new marketing materials were created (for both the US and Canadian markets), and existing ones were revised and expanded. Attention-getting and engaging posts were regularly posted to social media, PhoenixLTC.com was updated, and a quarterly newsletter was implemented
- With the above-mentioned and other initiatives, Phoenix LTC became known as the go-to company for medication management solutions and its status in the industry has been enhanced.

OUTCOME



- Since the beginning of the relationship with Fractional CMO, LLC, efforts and initiatives in the marketing of Phoenix LTC have been consistent, integrated, and comprehensive. The messaging, branding, and timing of all marketing efforts are now well-organized and steady
- The company has gained many new clients and increased revenue to record levels.
- Phoenix LTC now enjoys a much greater return on investment (ROI) from its marketing initiatives.
- The advantages of having a CMO (Chief Marketing Officer) without the cost of employing one on a full-time basis have also been realized.
- Because Phoenix LTC chose to utilize Fractional CMO's marketing implement marketing services, the creative process and time associated with generating social media posts, authoring newsletter content, crafting the newsletters and distributing them via email and on the website, graphic design, and new content on their website is done by marketing professionals with decades of combined experience and success.

