



CASE STUDY

PUBLIC AFFAIRS CAMPAIGN

SUMMARY STATISTICS

Time Frame	12 Months
Unique Media Hits	105
Interviews.....	1 per Week
Articles	1 per Month

INNOVATIVE HEALTH TECHNOLOGY COMPANY EXPANDS MEDIA FOOTPRINT

Keybridge Communications conducted an Earned Media campaign for an innovative healthcare company looking to expand its media footprint and establish itself as a thought leader within the industry. In just 12 months, Keybridge generated 105 high-profile media hits for the client, including an average of one interview per week and a full-length magazine article each month.

Newspaper placements included the *Washington Post*, the *Philadelphia Inquirer*, the *Baltimore Sun*, the *San Jose Mercury News*, the *Pittsburgh Post-Gazette*, the *Omaha World-Herald*, and many others.



Top trade publication placements included *Human Resource Executive*, *Employee Benefit News*, *Workforce Management*, *National Underwriter*, *Business Insurance*, *Health Management Technology*, *Talent Management*, *Benefits Magazine*, *Risk & Insurance*, *Healthcare Finance News*, and *CFO Magazine*.

