

Growing Market Share in a Changing Health Marketplace

INDUSTRY: Healthcare, Medical Practice
SUB-SEGMENT: Telehealth
REVENUE RANGE: \$100MM
SIZE OF ENGAGEMENT: \$26k per month
PE PORTFOLIO COMPANY

About Script Relief, LLC

Script Relief is a privately funded consumer health organization focused on offering patients and organizations affordable alternatives to traditional prescription coverage plans. Script Relief is a pioneer in the discount prescription program market, and along with their private equity partner, gained a significant leadership and market dominance early on.

A Changing Landscape in Prescription Medicine

In the wake of the Affordable Care Act, patients and consumers were forced to make numerous decisions around their healthcare. Millions of under- and uninsured Americans were gaining access, while still millions more were looking for more affordable prescription options. Script Relief, having already established a position in the market, suddenly faced competition from all sides, including upstart discount programs, manufacturers coupons, and blue chip insurance companies. To maintain and grow their market share, Loeb and Script Relief partnered with Leverage Marketing on a turnkey digital marketing plan.



Strategy & Execution

- Delivered an exhaustive digital analysis, including competitor analytics and digital marketing plan
- Executed a website relaunch to facilitate an aggressive SEO campaign
- Gained visibility for high-potential keywords with a first-to-market optimization strategy
- Used a rolling lifetime value number to predict revenue performance on any conversion

Outcomes

- Keywords ranking in the top 50 organic search results **increased by 2031%**
- Leverage efforts grew the marketing budget **10x** while maintaining cost per acquisition goals
- Leverage identified and engaged consumers at the right time, creating an effective dialog with the patient and **enabling growth** while containing costs

Major Win

The share of total online traffic held by Script Relief's organic traffic sources **increased by 3384%**. Script Relief's visibility scores continue to outpace the market.

"We've grown enormously over the last several years, and so has our competition. The Leverage team has been instrumental in scaling our business and holding onto our lead."

—Peter Kelly, Executive Director of Digital Marketing

