



# Content Case Study: MRO

## About MRO

- Founded in 2002
- Provides secure and compliant exchange of Protected Health Information (PHI)
- #1 KLAS ranked provider of Release of Information (ROI) services since 2013

## Ten22 Services

- Research
- Editorial Relations
- Writing and Editing
- Speakers Bureau
- Website
- Social Media

## Background

MRO is a trusted and proven healthcare services company. They focus on the secure ROI between healthcare organizations and other entities, including patients, payers and providers. With explosive growth in the last few years, MRO knew they were providing higher service quality to their clients than competing vendors. But they needed a way to quantify their success.

The marketing team decided that a win/loss research project would be the ideal way to quantify their competitive service advantage and tapped Agency Ten22 for support. The Agency engaged Porter Research to understand how Health Information Management (HIM) leaders were balancing multiple challenges related to ROI. Porter Research gathered executive insights regarding vendor selection, market needs and trends from 33 hospitals and 1,253 clinics as part of the study.

## Goals

With Porter's research data in hand, Agency Ten22 built a strategic campaign plan to promote MRO's strengths related to their top competitors while also solidifying MRO's position as the industry leader. In addition, MRO sought to reset the bar on quality, service and technology expectations for ROI. A formal report was published to accomplish four important goals: increase brand awareness, educate the market, boost web traffic and generate leads.

**100,000** impressions from bylined articles and blog posts in top industry outlets

**50** attendees at a live national speaking event

**300** website conversions from integrated marketing efforts – paid advertising, email and social media

## Execution and Deliverables

The Agency's integrated public relations and marketing campaign plan became the framework to broadcast report findings, inform MRO's internal development teams and achieve their goals. Through ten steps, Agency Ten22 and the MRO marketing teams worked collaboratively to maximize visibility for the research findings.

## Thought Leadership with Purpose

Agency Ten22 gave the MRO sales team important content and collateral that continue to be used during vendor evaluations, without overtly promoting MRO. Each deliverable created by Agency Ten22 from the initial Porter Research project contributes to MRO's ongoing brand awareness, thought leadership, public relations and sales success.

## Results

**1**

**Internal Summary Report**

**2**

**Formal Industry Report**

**3**

**Press Release**

**4**

**Media Outreach to Secure Placements**

**5**

**Bylined Articles, Contributions and Media Interviews**

**6**

**Blog Post**

**7**

**Speaking Session at National Event**

**8**

**Paid Banner Ad Campaign**

**9**

**Social Media and Email Promotions**

**10**

**Website Landing Page for Report Downloads**

Ready to make the most of your content? Ten22 helps maximize media exposure and generate leads. Contact us to find out more: [ten22pr.com/content](http://ten22pr.com/content)

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