



The Story:

PR & Thought Leadership

For the Chicago-based healthcare analytics start-up, the goal of its thought leadership-driven PR program was to build awareness and credibility in the industry. The firm targets Supply Chain leaders, CMO/CMIO, and Pharmacy Executives at hospitals and health systems.



ComBlu Deliverables

- Leveraged a seminal piece of thought leadership to re-introduce the brand and build credibility
- Developed highly targeted media list designed to reach Lumere's prospective buyers, comprising national business media, industry trades, blogs and podcasts
- Identified current and emerging topics in the industry that aligned with Lumere's expertise and crafted customized pitches to present the Client's POV
- Leveraged intellectual capital from webinars, case studies, and insights content in media effort
- Highlighted subject matter expertise and culture of innovation
- Conducted media outreach and relationship building
- Supported new product roll-out
- Monitored media and competitor activity weekly



Impact

- Foundational media placements in a juried academic publication, *Harvard Business Review* and key healthcare trades
- Built momentum on initial efforts to generate a consistent, high-level media presence in target healthcare and pharma media
- With 30+ media placements, including 23 bylined articles, generated nearly 4 million impressions, more than 4 times the visibility year-over-year
- Established strong relationships with top tier media and Lumere experts