

CASE STUDY

TECHNOLOGY THAT GETS NOTICED

CLINIPACE (CLARITY STACK®)

The Client:

With new leadership, new direction, and a new technology platform, this global clinical research organization is committed to conducting regulatory and clinical development programs at the highest levels of quality and efficiency. They strive to improve the way contract research is performed and to advance the future of health care with their personal approach and cutting-edge technology.

The Challenge:

A start-to-finish solution. The company wanted to represent their new technology in a way that showed it was as good, if not better, than competitors' and prove it was an improvement over their previous management technology. They also wanted to show that their technology could provide their customers with complete transparency over all aspects of their trial from start to finish.

The Solution:

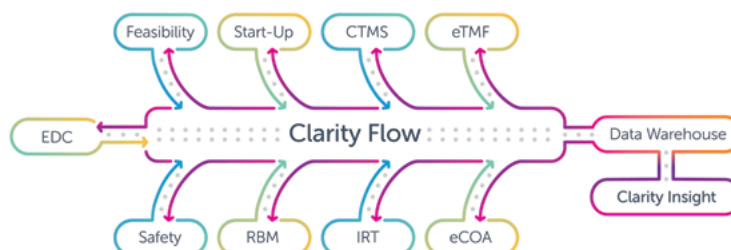
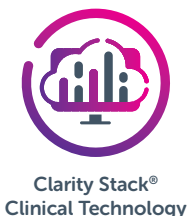
SCORR worked with the data management and IT teams to discuss the benefits and overall solution of what the platform provided, both internally and externally. The company's clients wanted an easy-to-use system that gave them transparency and the ability to view trial progress in real time, easily, from any location. Clarity Stack® was successfully launched and was a main feature at DIA, where SCORR deployed a guerilla tactic: an attention-catching professional cup stacker. On-site demos also gave customers a clear understanding of what Clarity Stack® was and how it could benefit them.

Three related emails were sent out with a collective click-through rate of 6.18%, well above the pharmaceutical industry average of 2.39%. Clarity Stack® is now used with all studies brought to Clinipace and is featured in all overarching materials.



"We were looking for a marketing partner that would bring fresh ideas for our rebranding efforts. SCORR was able to quickly analyze our business, conduct market research, and implement a new brand. SCORR is a valued partner of Clinipace."

Jason Monteleone,
CEO of Clinipace





ELLIGO (INTELLIGO)

The Client:

Elligo Health Research®, a healthcare-enabling research organization, accelerates the development of new pharmaceutical, biotechnology, medical device, and diagnostic products using their novel clinical technology and their *Goes Direct*® approach.

The Challenge:

An expansion solution. Elligo needed to launch their new technology, which would continue to evolve as the technology expanded through acquisition, technological advances, and to meet customer needs.

The Solution:

SCORR worked directly with Elligo’s in-house data sciences and IT teams who developed the IntElligo® Research Stack technology from the ground up. SCORR also helped Elligo develop a name, value proposition, and messaging to be used to clearly represent the value of IntElligo for internal and external stakeholders.

The Outcome:

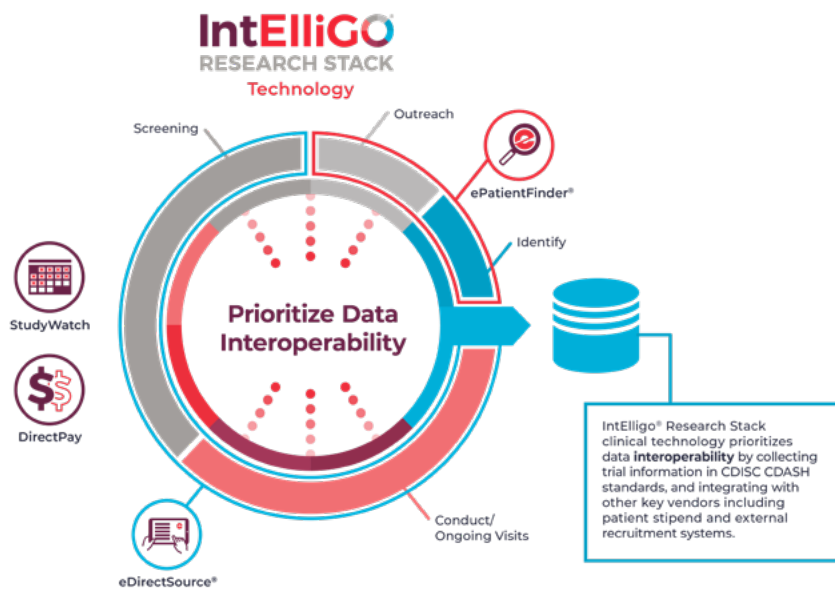
- > We launched with multiple visual representations, including an interactive infographic, a webpage, and a slide deck showing the process via which IntElligo is used from end to end in a trial. IntElligo is used with all of Elligo’s sites, which consist of 108 healthcare partners, 692 physicians, and over two million patients.

> [SEE OUR WORK](#)



Working with SCORR is a collaborative experience, and I think that one of the things that I value most about our relationship is being able to get very constructive, insightful feedback on what we’re trying to do. Not only do they have deep knowledge, but they have wide knowledge.”

John Potthoff,
Co-founder and CEO –
Elligo Health Research®





CLINICAL INK (LUNEXIS™)

The Client:

Clinical Ink, a global clinical technology company, offers a suite of solutions for capturing and integrating electronic data from sites, clinicians, and patients at its source.



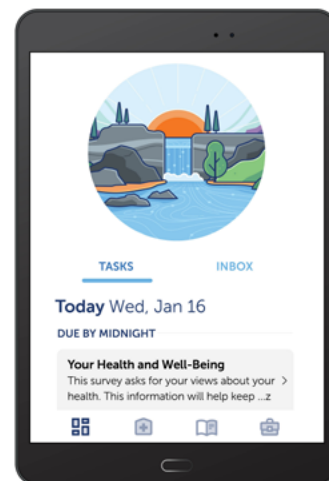
The Challenge:

Technology platform branding and naming. As the pioneers in eSource technology, Clinical Ink needed a brand that better represented the value of their innovative technology in a way that would resonate with the end customer.

The Solution:

SCORR completed extensive analysis to verify the value Clinical Ink and its eSource Ecosystem provided clients, including internal assessments, client satisfaction and lost opportunity surveys, and competitive market states and trend analysis. Then we developed personas for the key decision makers specific to a technology sell.

This information allowed us to develop a unique value proposition which serves as the foundation of the brand. SCORR then developed a brand for Clinical Ink and renamed the platform “Lunexis™,” which was timed to launch at SCOPE 2020.



The Outcome:

- > Over the first six-month period working with SCORR, Clinical Ink garnered 509 marketing qualified leads, with 55 sales qualified leads from marketing. The contact form was completed by 3.41% of website visitors, which is above the industry average of 3%. At SCOPE 2020, Clinical Ink’s new SCORR-developed branding was launched. The company saw an 86% increase in marketing qualified leads and an 87% increase in sales qualified leads from the year prior.
 - > Clinical Ink also received 10 mentions in trade publications, including BioPortfolio, Market Insider, PharmaVOICE, and Applied Clinical Trials.
- > [SEE OUR WORK](#)

About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide. Learn more at www.SCORRMarketing.com.

