



# Bright.md partners with INFUSE for precision targeting of healthcare leads

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CASE STUDY



## Performance highlights

#1

Partner for providing verified C-level leads

50%+

Leads sales-ready when received

4

Successful Two-Touch content syndication programs

## About Bright.md

Bright.md is a leading healthcare automation company, modernizing direct-to-patient telehealth for healthcare systems with its AI-powered, asynchronous virtual-care platform, SmartExam. Bright.md partners with healthcare innovators seeking to disrupt the disruptors by providing access to healthcare the way patients access other services in their lives: online, on their terms, and when it works best for them.



*"We've run content syndication programs with half-a-dozen vendors over the last year and INFUSE is head and shoulders above the others: higher quality leads at a fair price. The little extras like customized reporting makes life so much easier."*

— **David M. Strom**,  
Digital Marketing /  
Marketing Automation Manager

## The overall goal

Bright.md was looking for proven demand generation solutions within U.S. healthcare to connect with quality leads in high-level management positions (the key decision makers) across Health Systems, Accountable Care Organizations (ACOs), Hospitals, and/or Integrated Delivery Networks.

The goal was simple: **to generate quality leads using content syndication at a competitive price.**

## Bright.md's challenges prior to INFUSE

Previously, Bright.md tested more than a dozen demand generation companies (in healthcare media) to generate leads, but found that output did not meet the required standard. While Bright.md saw the benefits of content syndication, the quality was still lacking.

## The game-changing trial

In 2019, Bright.md employed INFUSE to deliver 100 verified leads as a pilot test for proof of its effectiveness. The campaign targeted key decision makers in management, executive, and leadership roles. The complexity of the healthcare market required highly specific targeting capabilities based on specific verticals and revenue.

Using a Content Syndication Two-Touch leads process, INFUSE targeted and delivered 100 verified leads across Bright.md's exact verticals.

Impressed with the quality of the leads, Bright.md went on to sign a year-long contract with INFUSE – the first time that the company had ever signed with a demand generation partner for such an extended period of time.



***“INFUSE takes our asset and works out the copy for the associated creative. With other demand generation partners, we have to provide the copy. There’s a higher standard of content team with INFUSE and that makes all the difference”***

— David M. Strom

## What made INFUSE stand out

### **TWO-TOUCH APPROACH:**

INFUSE outperformed competitors in terms of quality leads, content syndication, timing, and budget – now Bright.md considers INFUSE the top-performing channel for lead quality.

### **CREATIVE CONTENT:**

INFUSE provides personalized creative materials and copy to promote and generate leads such as ads and banners, something competitors don't do.

### **CUSTOMER SERVICE:**

No other provider allowed Bright.md to upload both a client and suppression list, and the filtering was more seamless (and more economical) than competitors.

### **SUCCESS RATE:**

INFUSE generated more than five times the number of MQLs, with higher quality and at a lower cost when compared to competitors.

## Success so far

Today, INFUSE is **Bright.md's number one channel for lead generation** – having delivered thousands of **validated leads** through content syndication.

INFUSE continues to partner with Bright.md, delivering a steady, ongoing flow of leads in top-level management positions every month.



*“INFUSE is the gold standard right now. Better quality, better price. Everything.”*

— David M. Strom

## What INFUSE can do for you

INFUSE leverages its advanced content marketing engine, data-driven demand tactics, and extensive database of B2B decision-makers from 24 verticals to reach target audiences with precision and scale.

**INFUSE's expertise extends across:**



**CONTENT MARKETING**



**ABM**



**INTENT-DRIVEN MARKETING**



**BRAND AMPLIFICATION**



**EVENT PROMOTION**



**CAMPAIGN OPTIMIZATION**



Explore INFUSE's full range of [Demand Solutions](#), or get in touch at [info@infuse.com](mailto:info@infuse.com)