



STRATEGIC
MARKETING
COMMUNICATIONS

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Case Study



TelaDoc Medical Services (www.teladoc.com) is the first nationwide program to focus solely upon telephone medical consult services, offering consumers the convenience of simply picking up the telephone and receiving quality medical care at home, at work or on-the-road. TelaDoc quickly resolves routine medical issues in a fraction of the time people spend accessing care from urgent care facilities, emergency rooms or physician offices.

TelaDoc is an affordable around-the-clock healthcare benefit that meets consumer need for quick access to a doctor when the primary care physician is not available. A national physicians' association, TelaDoc provides consumer members and dependents age 12+ with 24-hour access to telephone medical consults with licensed, board-certified primary care doctors who diagnose medical problems and when appropriate, prescribe medications. For employers, business owners and uninsured individuals, TelaDoc is a valuable benefit that enhances the effectiveness and employee satisfaction with existing benefit packages.

Strategic Challenges: TelaDoc sought market entry with the launch of a new service requiring immediate nationwide market visibility and buy-in from consumers, self-funded corporations, insurance and third party administrators, business owners and managed care organizations. The company required branding and positioning that would generate confidence among employers and patients – a program that would also stave off challenges from established medical communities which perceived the service as a threat to organized medicine.

TelaDoc contracted with CPR to launch TelaDoc nationally among consumers, payers, physicians and other influencers or buyers, and position TelaDoc services as a high quality service, answering consumer demand for convenience and cost-effective access to medical care.

CPR was also charged with assisting in building relationships within the investment community for the purpose of future corporate recapitalization.

CPR developed all messaging and positioning for the company, its products and services, establishing public relations and marketing communications platform for successful “go-forward” implementation.

CPR created branding tools, logo, and documents for launch, market introduction and ongoing sales.

CPR also developed a trade show presence, including consumer driven healthcare and self-insured conferences – speaking engagements, trade show booth, mailers, and



promotional items. Media training sessions were conducted for all company spokespersons.

Resources Applied:

CPR conducted thorough due diligence and discovery with key TelaDoc leaders to gain comprehensive picture of company goals and objectives. Outreach to key medical and healthcare organizations was conducted to mitigate skepticism and public criticism of the platform and consulted with legal counsel to develop solid market messaging.

CPR developed targeted messaging platforms for each key audience, including Q&A documents for media inquiries and business opportunities. A press kit was developed, including online media center and print materials.

CPR designed an innovative advertising campaign and collateral sales brochures.

CPR advised the marketing director on the development and approach to unique market sectors, including self-funded corporations, discount card/affinity program brokers, managed care organizations (HMO, PPO), sole business proprietors, and uninsured.

CPR implemented a call-to-action program in key trade publications.

CPR secured high-level positioning opportunities, speaking engagements for senior executives.

Outcomes and Measures

As a direct result of CPR activities, media placements and initiatives, TelaDoc enrolled 20,000 additional consumers in the first three months of the campaign.

TelaDoc was profiled in 611 media outlets during the first year of the campaign including: *USA Today, Readers Digest, Self Magazine, UPI, NY Times, Washington Post, CNN, FOX News Channel, NBC, CBS: The Early Show, ABC: The View, AMA News, Employee Benefit News and more.*

TelaDoc enrollment jumped from 3,000 to 120,000 in 9 months; membership now approaches 1M members.

TelaDoc signed on three significant employer groups and multiple TPAs.

TelaDoc attracted interest among several private equity investor groups.

TelaDoc continues to generate a consistent stream of new customer inquiries.

CPR continues to expand its marketing and public relations activities for TelaDoc.