



Customer Story

As a leader for secure, cloud-based solutions, TierPoint wanted to expand their digital transformation services to include Healthcare. The team was looking for a creative and fresh way to market themselves and showcase their experience within this vertical.



Having worked with TierPoint on their successful Managed Office 365 campaign, EMM took a similar approach by developing a strategic Microsoft Azure thought leadership campaign that would demonstrate the value TierPoint brings to healthcare organizations looking to embrace new digital technologies.

Company:
TierPoint

Industry:
Technology

Size:
Mid-Market

Product or service:
**Microsoft Azure
for Healthcare**

Deliverables:
**eBook
Blogs**



REALIZING THE POTENTIAL OF DIGITAL TRANSFORMATION IN HEALTHCARE



[Download the eBook](#)

eBook

Extra Mile Marketing crafted an eBook that told the story of how different roles within healthcare are embracing the benefits of new technology. The eBook takes readers through various real-life scenarios of hospital employees, their challenges, and what technologies they need to be successful in their role. By telling relatable story with fun illustrations and jargon-free copy, the possibility of digital transform for healthcare professionals came to life!

Blogs

EMM wrote a series of blogs centered around IT decision makers looking to the cloud for digital healthcare solutions. We focused on the different needs within the healthcare space, and addressed the growing interest in telemedicine, medical apps, and IoT. Most importantly, we addressed how engaging with the right technology partner, such as TierPoint, can help providers take full advantage of a secure digital healthcare solution.



The Digital Healthcare Revolution: Are You Ready to Move to the Cloud?

POSTED NOVEMBER 21, 2017 BY DAVID MCKENNEY

CATEGORY HEALTHCARE CLOUD

Between technological advances and patient expectations, healthcare providers find themselves in the middle of a digital healthcare revolution. What once was an analog world, is now transforming into an online highway, fully equipped with new tools and new ways of providing care. These digital healthcare tools make many aspects of practicing medicine easier by allowing for more medical care to happen outside the office setting and giving care teams more access to data.

And while this technology is creating efficiencies, privacy and security concerns around sensitive patient data have slowed the adoption of these tools. To ensure a successful and forward-thinking approach to digital tools, healthcare providers need the proper infrastructure – one that fosters agility and growth.

The proliferation of digital healthcare tools

The increased popularity of the mobile phone and medical apps has made digital healthcare tools such as telemedicine and IoT more accessible to care teams and their patients. Gone are the days of playing "phone tag". Now through the use of patient portals, routine tasks, such as reporting test results, addressing questions, and scheduling appointments, can all be done online. These tools give patients a sense of control over their care, while in turn, empowering care teams and making administering care that much easier and more accurate.

[Read the Blogs](#)



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Looking to tell an exciting and easy-to-understand story around your latest solution?

Contact Jessica to see how Extra Mile Marketing can help!