

# Healthcare Marketing Agency

*A profitable transformation story*

## It's in our TechKnowlogy™ DNA

Zealic Health drives greater profitable growth for its customers through its unique expertise and experience across operations, processes and business. This is coupled with the technology and industry domain know-how to transform typically difficult and expensive end-to-end business processes into fast, easy and affordable solutions.

## Beyond IT Outsourcing

Many companies opt for IT outsourcing as a cost-saving measure. Yet, traditional outsourcing firms, despite their technical programming expertise, often lack the industry domain knowledge, solution-focused approach and business acumen needed for impactful results. This shortfall can lead to an unexpectedly high burden of managing and supporting the outsourcing process, diminishing the anticipated benefits and efficiency gains. ***We deliver results and fast.***

 **\$1M**  
operating costs saved  
in first 6 months

## CHALLENGES



A leading healthcare marketing agency faced critical challenges: their major client was increasingly dissatisfied due to unreliable digital solutions, urgently needing a fix. Concurrently, the agency's CEO was contending with soaring fixed costs from an in-house IT department. This department, while dedicated, lacked the expertise to create a reliable, configurable, and cost-effective digital solution in support of their healthcare marketing offering.

## SOLUTIONS



As specialists in digitally-enabled life science solutions, we swiftly took charge of all existing custom digital solutions. Our intervention ensured enhanced reliability and performance, especially for live programs, restoring the confidence of their crucial clients. We revolutionized their digital offerings by integrating our configurable life science toolset, not just meeting but exceeding their existing capabilities. Our team facilitated the transition of long-standing custom programs to a more robust and cost-efficient platform. Beyond technical solutions, we provided expert consulting in digital design and engagement strategies. By overseeing the digital aspects of their operations, we continued to partner with them, delivering superior results more quickly and cost-effectively, significantly boosting their client satisfaction.

## BENEFITS



### Significant Reduction to the Bottom Line

The agency witnessed an impressive 80% decrease in IT operating costs. This substantial savings allowed them to redirect their focus, efforts and budget towards differentiating their core business offerings.



### Client Relationship Revitalized

Our seamless integration into their business and in-depth expertise allowed us to quickly address and reverse the situation with an at-risk client, preventing potential loss of their large account of our client. All client needs and deliverables were successfully met from the point of our involvement.



**Let's collaborate on your  
journey to success.**



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