



THE DIVERSUS HEALTH CASE STUDY ON BUILDING MARKETING INFRASTRUCTURE

Summary

In January of 2021, Diversus Health launched its comprehensive rebrand from AspenPointe, clarifying its service offerings and position within the market. This project has demonstrated success in corresponding marketing and communication efforts, with over 7,000 unique individuals requesting appointments through the company's strategic marketing efforts. In conjunction with the rebranding project, the Marketing Team at Diversus Health has built a technological infrastructure that captures and leverages data points within each phase of the consumer's journey through the Diversus Health system. This presentation showcases that work and highlights platforms that have been built to shift marketing to being data-centric and aligned to larger organizational objectives and strategy.

Key Takeaways and Discussion Points

- Overall summary of the decisions behind the rebrand
- Building a reputation management platform
- Building a customer relationship management platform and marketing automation tools
- Building a public relations and brand perception measurement platform
- Building a data analytics platform
- Tying it all together

About the Presenter

E.J. Rickey is the Vice-President of Marketing and Communication Strategy at Diversus Health and led the organization through its rebranding work, in addition to developing a media campaign to support building brand awareness. Mr. Rickey is also a member of the Marketing Advisory Board with OPEN MINDS, a national healthcare consulting group focused on developing market data and intelligence across the healthcare industry.

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