

Brand Identity & Messaging Dev for EDI Gateway Provider

PROJECT DETAILS

 Branding

 May. 2021 - Aug. 2022

 \$50,000 to \$199,999

“*Foundations First is very insightful, and they can quickly understand a business model.*”

PROJECT SUMMARY

Foundations First Marketing helped an EDI gateway provider develop their brand identity and convey their messaging more effectively. The project included competitor research and brand guideline development.

PROJECT FEEDBACK


Thanks to Foundations First Marketing’s efforts, the client could develop a solid brand identity, ultimately improving their brand awareness in the market. The team’s communication, attention to detail, and project management were outstanding, and their marketing knowledge was impressive.




The Client

Introduce your business and what you do there.

I'm the COO of VisibilEDI, an electronic data interchange (EDI) gateway that provides data cleansing between hospitals, clinics, and health plans that pay billed clients. We also provide data cleansing and submission services to the federal and state governments based on their Medicare Advantage requirements from health plans and Medicaid programs. In my role, I run our day-to-day operations and strategic initiatives with the leadership team.

 **Greg Sparhawk**
COO, VisibilEDI

 **Healthcare**

 **11-50 Employees**

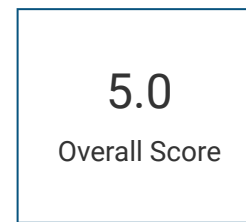
 **Lake Oswego, Oregon**

The Challenge

What challenge were you trying to address with Foundations First Marketing?

We didn't know how to communicate our message to our target market to create greater awareness of our products and services. Therefore, Foundations First came in to help us convey our message.

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Foundations First helped us look at ourselves, our message, and our market with greater awareness, and they created our brand identity. Initially, they did some research and a thorough analysis of the competitors we provided them with, and they also found a couple of other companies we didn't know about.

As part of the deliverables, Foundations First provided us with style guides, a branding toolkit, and a roadmap of the roles and responsibilities of people across the marketing spectrum. They also taught us how a marketing department works and interacts with others, such as the sales and the product development departments.

What is the team composition?

We worked with two people from Foundations First: Michelle (Marketing Execution Strategist & Co-Founder) and Cindy (Fractional CMO & Co-Founder).

How did you come to work with Foundations First Marketing?

We've been working with a management consultant for years. In one of our strategy meetings, the theme on the table was marketing, so we decided to take action in that vertical, and this person recommended Foundations First.

How much have you invested with them?

We spent around \$50,000–\$60,000.



What is the status of this engagement?

We started working together in May 2021, and we ended our engagement in August 2022.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Before working with Foundations First, we felt that we didn't have an identity, but we now feel like we do. As a result of their efforts, we received more inquiries via our website, and we saw more awareness in the market. As we attended conferences, we noticed that our name was being recognized better than in the past. That level of awareness was the success metric we were looking for.

How did Foundations First Marketing perform from a project management standpoint?

Foundations First's project management was fantastic. They used a project management program that was very easy to understand, and their communication, attention to detail, milestone tracking, and detailed activities were spot on. I was impressed with their performance. Overall, they were very responsive and kept us on track throughout the project.

We had weekly meetings to go over the tasks. We also had milestone meetings, leadership-level meetings, and task-based meetings, all of which were hosted on Zoom.



What did you find most impressive about them?

Foundations First is very insightful, and they can quickly understand a business model. They quickly understood the problems our business was facing regarding branding our story, and they demonstrated a great ability to tailor our marketing program to our unique situation.

Michelle offered very good insights into marketing, and she really knew the tools and techniques used in the space very well. We were very impressed by her technical knowledge and her business acumen.

Are there any areas they could improve?

I can't think of anything that Foundations First could have improved on. We were very pleased with their services, so I would highly recommend them.

Do you have any advice for potential customers?

Be very open and honest because they really need to know the problems you're facing so that they can work very easily.

