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CASE STUDIES

Building a Brand – Strategy to Practice

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ELEVATE health technologies

Building a brand from the ground up for a new category of in-office care

PROJECT
Brand strategy & positioning
Naming & brand architecture
Visual identity
Sales enablement
Practice marketing programs

SUBJECT MATTER
In-office infusion (IOI)
Medically integrated dispensing
Buy & bill
Patient support services
Patient engagement

SECTOR
Healthcare technology
Specialty & rare disease
Neurology
Rheumatology
Retina & oncology

AUDIENCE
Practice decision-makers
Practice staff
Patients & care partners
Referring physicians
Pharma, biotech & PE partners

STRATEGY
Category creation
Trust building
Audience-tailored messaging
Parent & platform hierarchy

COMMUNICATION
Logo & stylescape
Conference & trade show
LinkedIn & social video
HubSpot email & newsletters
Webinars & eBooks
Co-branded practice materials

CHALLENGE

Elevate Health Technologies had a name, a platform, and not much else. No brand identity, an unbranded website, no marketing, no social presence. The platform was called PulseAI, and nobody outside the company could easily explain what it did or how it related to Elevate Health Technologies. It was also a new category. In-office infusion and medically integrated dispensing were being sold to specialty practices that had never bought anything like them. There wasn't much competition to beat. The real job was earning trust in something people hadn't seen before.

ACTION

Partnered with the new CMO to build the strategy and the brand from scratch. Positioned the provider's office as the best site of care, then tailored that idea by audience: revenue and turnkey support for practice owners, a trusted clinical partner for staff, convenience and continuity for patients, faster starts and outcomes data for pharma. Renamed PulseAI as OnePulse Connect and built the hierarchy around it. Elevate Health Technologies speaks for the company and its mission. OnePulse Connect-Infusion and OnePulse Connect-Dispensing carry the platform.

Designed the logo, a heartbeat that forms the E with a heart at its center, and a vibrant palette meant to feel human and trustworthy, not clinical. Set the system in a stylescape, then grew it in real time through a fast launch. Led an account team, social media manager, web developer, and outside creatives to roll it out at Asembia and leading pharma conferences, in leave-behinds, HubSpot campaigns, newsletters, eBooks, webinars, and LinkedIn video. Built a co-branded kit so partner practices could explain the programs to their own staff and patients.

RESULTS

In about a year, Elevate Health Technologies went from no brand presence to a recognizable name in a category it was helping create. Organic website users grew 73.5%, LinkedIn followers more than quadrupled to over 2,900, and visitors from LinkedIn stayed on the site nearly 3x longer than average. At one partner specialty practice, the programs delivered +71% revenue growth and +143% dispensing volume growth.

PulseAI renamed OnePulse Connect, with a clear parent and platform brand hierarchy

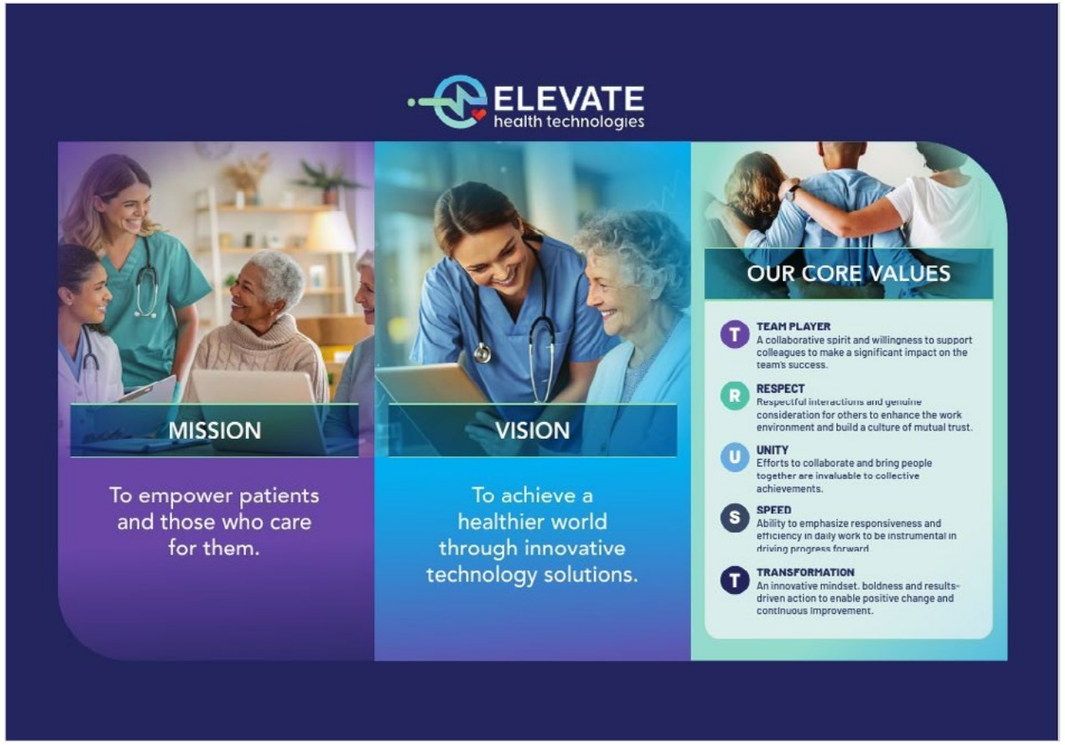
+73.5% organic website users, January 2025 to January 2026

LinkedIn followers grew from 690 to 2,900+ in 15 months

+71% revenue and +143% dispensing volume growth at a partner specialty practice

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Brand foundation: mission, vision, and the CEO-led TRUST values, given a visual home for employees



Mission, vision, and TRUST core values canvas

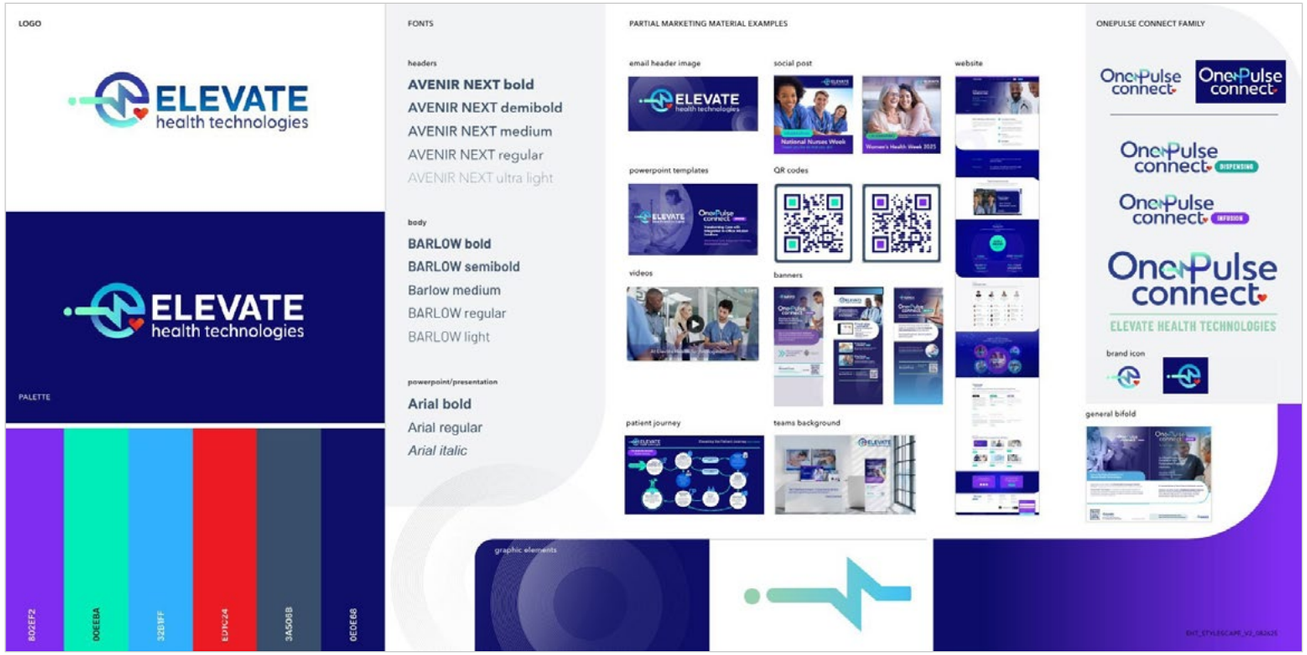


Recognition post: Top Workplaces 2026

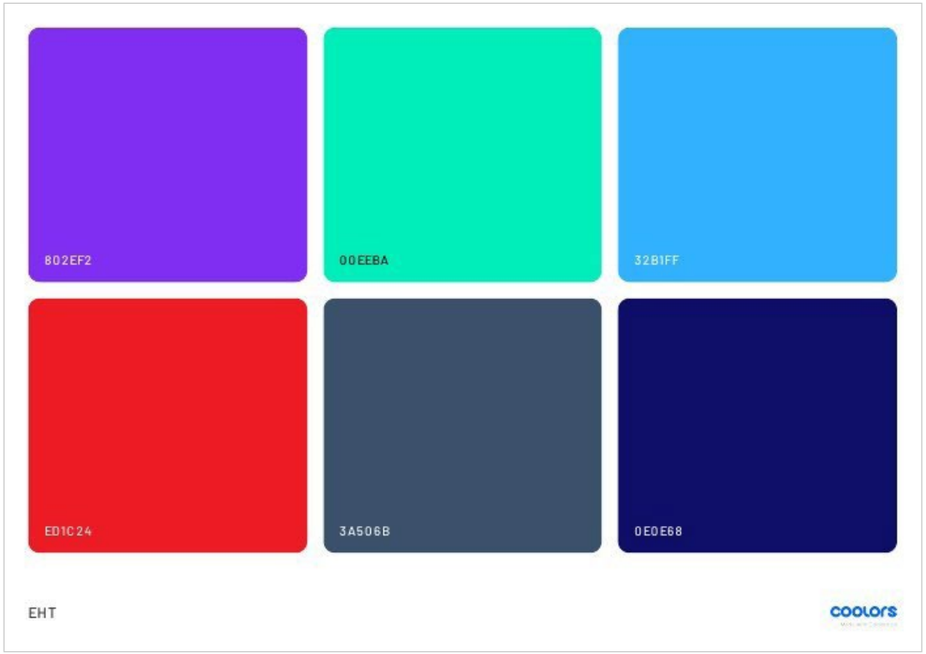
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Visual identity: a heartbeat logo with a human heart, a vibrant palette, and the stylescape that set the system

Elevate Health Technologies logo



Stylescape: logo, type, palette, and the OnePulse Connect family



Brand palette

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Brand architecture: Elevate Health Technologies speaks for the company, OnePulse Connect carries the platform



OnePulse Connect leave-behind, front



OnePulse Connect leave-behind, back



Elevate Health Technologies service-family card, front



Elevate Health Technologies service-family card, back

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Selling the brand: conference presence, leading pharma meetings, in-office practices



Corporate pull-up banner



OnePulse Connect-Dispensing banner



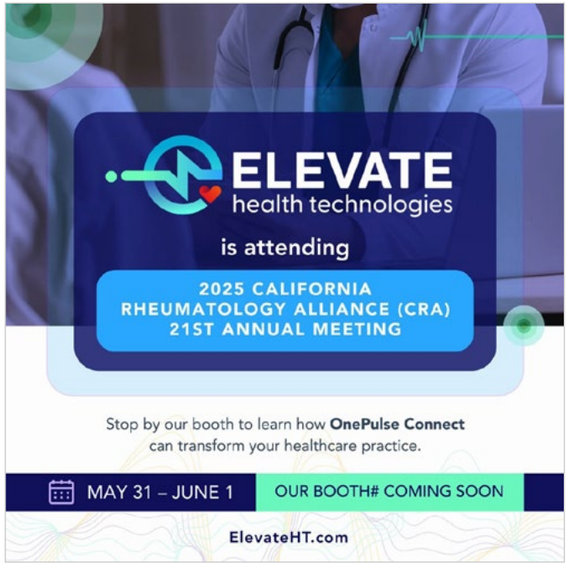
OnePulse Connect-Infusion banner



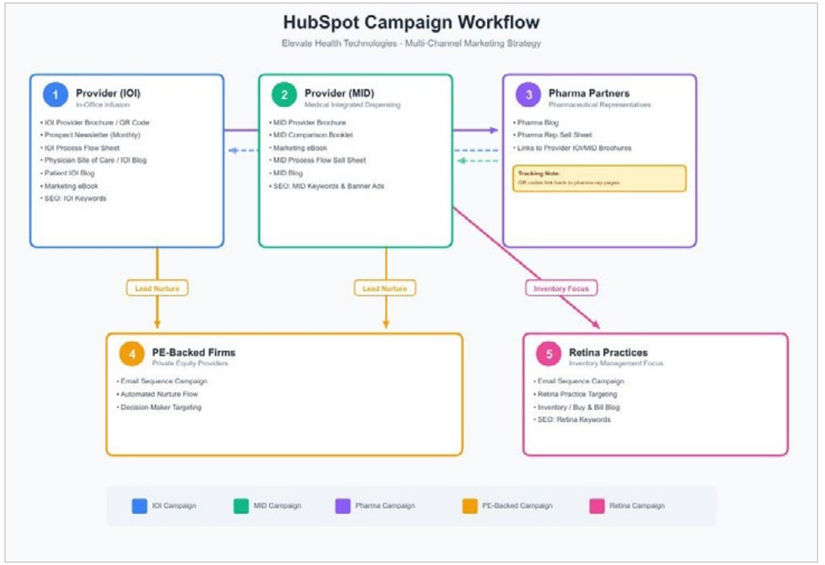
The brand in its environment: banner, website, and patient pieces

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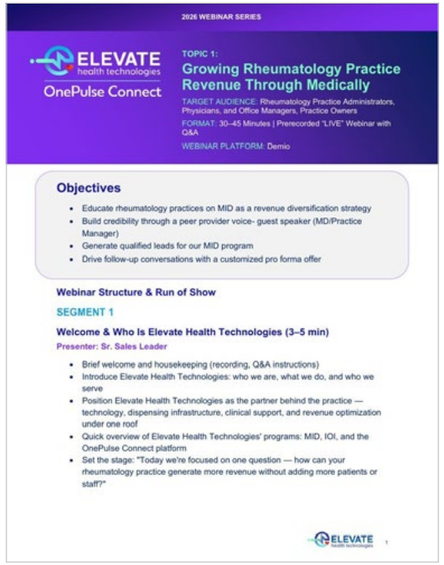
Media, social, and digital: LinkedIn and social video, HubSpot campaigns, webinars, and feedback loops



Social video ad for the California Rheumatology Alliance meeting



HubSpot multichannel campaign map across five audiences



2026 webinar series run of show



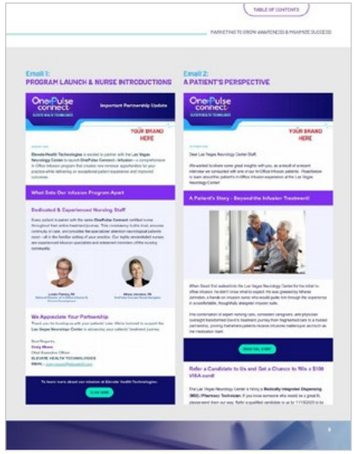
Prospect feedback survey

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Helping practices: a co-branded marketing kit for staff, patients, and referring physicians



Client marketing eBook



eBook: staff email series



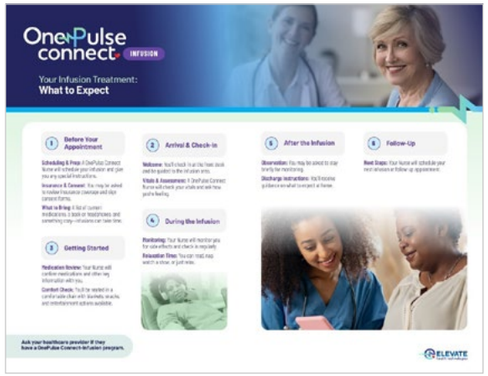
eBook: patient education and support



eBook: custom patient onboarding kit



Infusion patient bifold, outside



Infusion patient bifold, inside



Dispensing patient bifold, outside



Dispensing patient bifold, inside

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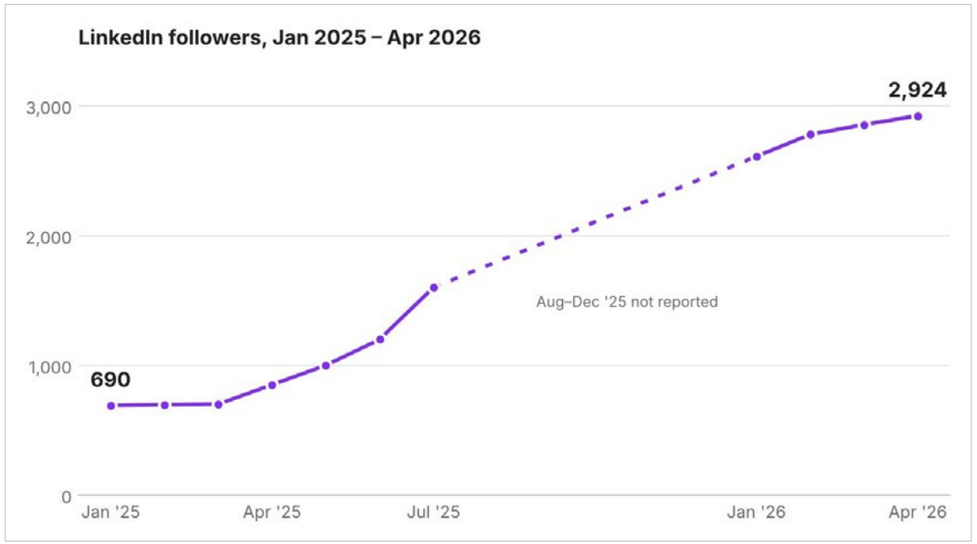
+73.5%
Organic website users, Jan 2025 to Jan 2026

4x+
LinkedIn followers, 690 to 2,924 (Jan 2025 to Apr 2026)

~3x
Longer time on site for visitors from LinkedIn (48 sec)

~10K
Views on a single press release, with 2,200+ click-throughs

+71%
Revenue growth at a partner specialty practice, Q3 to Q4 2025



LinkedIn follower growth



Partner practice case study



Partner practice results