



CASE STUDY

## BUILDING FIRST-OF-ITS-KIND COMPANY FROM THE GROUND UP

### ELLIGO HEALTH RESEARCH®

#### Differentiating a Brand in a Saturated Market

When John Potthoff, co-founder and CEO of Elligo Health Research®, first approached SCORR about his new startup, he was thoroughly familiar with what SCORR could do, having worked with SCORR for several years on multiple marketing campaigns and a major M&A during his tenure as CEO of Theorem Clinical Research. Creating a first-of-its-kind company, Potthoff knew it was vital to clearly define the new entity's position in the market because it would be a radical new approach addressing a wide-spread need in a saturated marketplace.

Potthoff and his partner Chad Moore, co-founder and president of Elligo, were intent on revolutionizing the clinical research industry with a novel solution for stubborn clinical trial challenges, including low patient and physician participation. Elligo's unique approach aimed to break down barriers to participation by providing easier access to the 97 percent of physicians and patients who do not currently participate in clinical research. The company's strategy centered on using electronic health care records to help identify potential patients while simultaneously providing the same patients' physicians with the personnel, procedures, technology, and infrastructure necessary to conduct clinical trials in their own clinics at no cost.

#### Phase 1: Creating the Foundation

SCORR's first challenge was to help Elligo define its niche business in a marketplace saturated with companies claiming to impact patient recruitment and enrollment. Because no other company was approaching market challenges using Elligo's strategy, it was important to establish a marketing foundation that enabled Elligo to stand out as a differentiated solution and to clearly communicate its value proposition to potential investors as well as different audience segments.



- > **Industry:** Pharmaceutical & health care
- > **Product/Services:** Provider of personnel, processes, technology, & infrastructure to make the clinical research process easier for clinics at no cost
- > **Specialty:** Utilizing patient data to enhance physician & patient participation in clinical trials
- > **Headquarters:** Austin, TX
- > **Size:** 60+ employees





The process began with a business intelligence analysis to:

- Determine the biggest clinical research challenges for each of Elligo's target audiences: sponsors, CROs, physicians, and patients
- Understand how sponsors, CROs, and SMOs are currently addressing their patient recruitment challenges
- Uncover trends within the industry that could affect the marketing strategy and decision making

The goal of the analysis was to articulate a meaningful mission with which to move forward and to discover the best way to educate each audience segment on Elligo's value proposition. Concurrent with its market intelligence activities, SCORR was establishing an identity for the company, including a name, tagline, and logo that reinforced its differentiated market position.

Both the research findings and the company identity were revealed to key stakeholders in the industry and potential investors at the annual Drug Information Association (DIA) meeting in 2016. The event was an important milestone in Elligo's brand launch, allowing it to announce the new company with well-known industry thought leaders showing support. The launch at DIA not only helped ensure that all stakeholders were aligned, but also established that Elligo was leveraging new and established relationships within the industry to fund and promote the approach.



*I think SCORR's greatest asset is that they truly understand the businesses that they're involved with ... and really support us by being a part of our strategic planning and the way we are moving forward as a business. That kind of alignment is essential in establishing a brand identity."*

**John Potthoff**  
Co-founder and CEO,  
Elligo Health Research



The last step in this initial phase was to finalize the company's preliminary messaging for each audience and to build out its business collateral with a suite of marketing tools, including a preliminary website, sales presentation decks, and sales support collateral.





## Phase 2: Building the Brand

With positive feedback from investors, CROs, and sponsors on Elligo's business concept and value proposition, it was time to solidify Elligo's position in the market with more in-depth messaging, visuals, and a supporting marketing strategy.

SCORR began the second phase of brand development in early 2017 by fleshing out Elligo's new Big Idea — the visual and verbal articulation of its value proposition. The "Once Lost I Now Found" concept focuses on how Elligo "finds" the 97 percent of physicians and patients not currently participating in clinical trials. The imagery is strong, bold, and inviting, with a GRP-style "e" pin featured throughout its marketing materials and website.



Big Idea

Using a variety of platforms, including collateral materials, exhibit graphics, public relations, social media, email, and direct mail, SCORR leveraged a multichannel, integrated approach to ensure that Elligo's audiences were receiving its message and to build brand awareness.

The messaging was specific for each audience. For example, sponsors and CROs were shown how greater participation by physicians and patients means trials, even difficult trials, can be enrolled more quickly and efficiently; physicians were informed they can easily add clinical research to their resume and services because Elligo handles troublesome administrative details at no cost; patients learned they can access cutting-edge treatment options in the same location where they currently receive care, by doctors and staff they already know and trust.



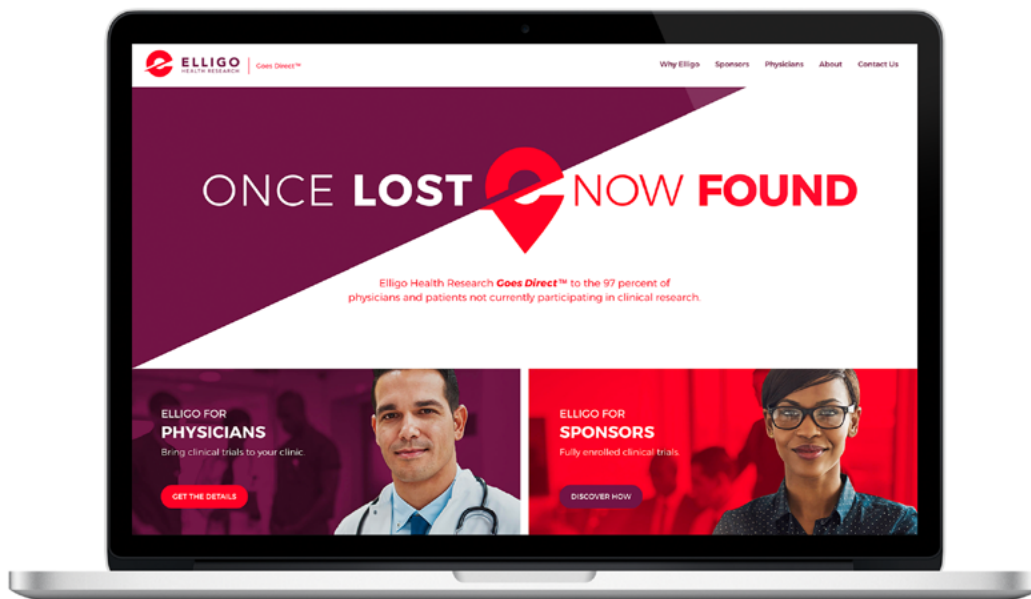


As a major part of the Big Idea, SCORR completed a new, customized website utilizing the new messaging and catering the flow and structure of Elligo's target audiences. Educational and engaging content for the site and other applications, including videos and visuals that focused on Elligo's unique approach to clinical trial management, was also developed and showcased on the site.



*The brand reveal and supporting tactics proved their effectiveness in boosting website traffic, while the website update engaged and educated visitors of Elligo and its innovative approach to clinical research."*

**Michael Pohl**  
Interactive Director,  
SCORR Marketing

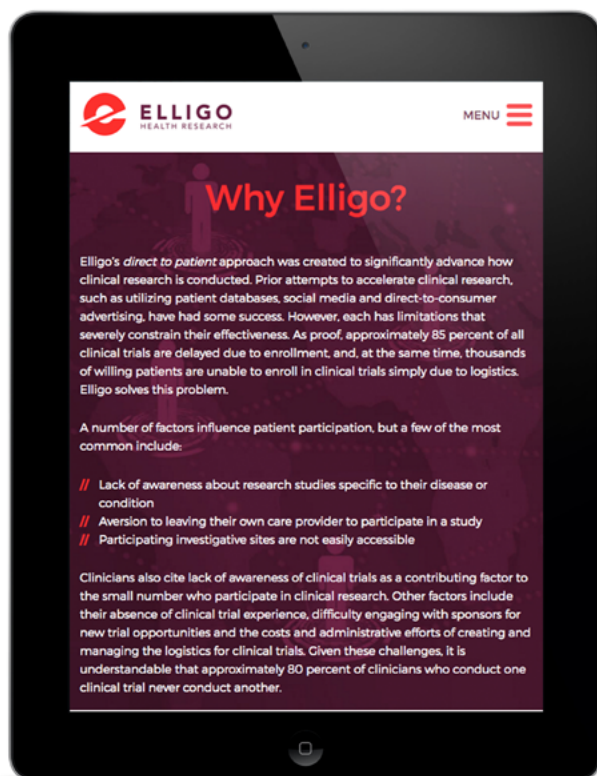


The Elligo website saw increases in several areas after 3 months:

**124%**  
INCREASE IN VISITS

**143%**  
INCREASE IN UNIQUE VISITORS

**93%**  
INCREASE IN PAGE VIEWS



Website



## DIA Launch Targeting Sponsors and CROs

With a solidified marketing strategy and new Big Idea, Elligo was ready to debut its new brand and message to the industry at large. Elligo and the SCORR team outlined the following goals:

- Enhance brand awareness
- Attract interest of CROs & sponsors
- Develop relationships with supporting & complementary organizations in the industry

Because Elligo's top priority target included sponsors and CROs, it was agreed the 2017 DIA annual meeting was an ideal opportunity for a full external brand launch.

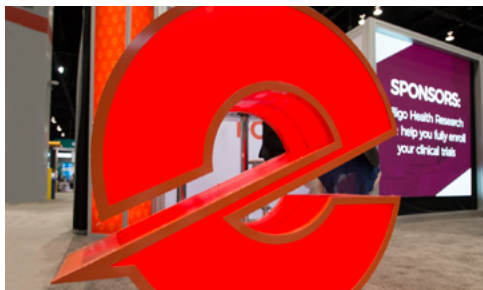
For the conference, SCORR designed a 10" x 20" booth with a built-in video wall and custom light-up "e", handled the end-to-end logistics, and provided in-booth staff to support the Elligo team on the floor. Additionally, SCORR planned, promoted, and executed an exclusive event for Elligo's clients, potential clients, and relevant media contacts after exhibit hours.

“ We incorporated several unique elements into Elligo's first DIA show floor appearance. We wanted to go big and create a buzz that pushed traffic to the booth. The large video wall and custom light-up “e” really made the booth difficult to miss on a crowded show floor.

Dee Fuehrer  
Trade Show Director,  
SCORR Marketing



Trade Show Booth



Illuminated “e”



Elligo Logo Pin



TrackR™ Giveaway



## Brand Videos

SCORR recommended videos be made to distill Elligo's unique proposition for different audiences. SCORR developed four videos to put viewers right where Elligo makes the most critical connection – in the clinic. The videos included:

- **Why Elligo?:** A brand video that introduces Elligo and its services
- **Running a Trial With Elligo:** A case study video that explains how investigators and clinics can partner with Elligo
- **The Patients' Experience:** Interviews with patients that highlight their experience in a trial supported by Elligo
- **Trade Show Wall Video:** A silent animation supported by real footage for use at events

SCORR leveraged the videos to create a video-capable brochure that was mailed to potential investigators and Elligo partners. The mailer features the three videos with sound, framed in a brochure with supporting information about Elligo.

As part of an earlier comprehensive branding project, SCORR developed an infographic for the Elligo *Goes Direct*® approach. This process graphic was animated in several of the videos and applied to the mailer.



Why Elligo? Video



Video Behind the Scenes



Video Mailer

The Elligo brand video drew more than 16,000 views in its first six months and is now featured on the Elligo home page. Likewise, the “Running a Trial With Elligo” and “The Patients' Experience” videos are featured on the Elligo website. The trade show wall video is now used at events where Elligo exhibits.



## Drip Campaign Targeting Physicians

With substantial success in attracting sponsors and CROs over the initial stages of Elligo's brand launch throughout 2017, Elligo made engaging physician clinics its priority for the remainder of the year.

In support of this goal, SCORR deployed drip campaigns using purchased contact lists targeted by region and therapeutic area. The team also developed an exhibition plan for physician-targeted trade shows and created tools for Elligo's team of clinic developers to take with them on clinic visits.



Physician Folder

Physician Treat Box



Physician Tabletop Booth



*Our team was determined to help Elligo build the most effective identity possible. We relied on our industry experience and worked our industry connections hard to get the company off to a successful start.”*

**Christine Wigert**  
Senior Director of Program and Account Services,  
SCORR Marketing



### Conclusion:

Creating a unique identity in a crowded marketplace is a challenge that is made more difficult by having a first-of-its-kind approach. When a company is following the market, it is easy to position me-too solutions in consumers' minds by saying, "It is like X, only it has Y." Conversely, when a company is leading the market, it is tasked with something much harder: educating customers on what X and Y are, how they work together and in context, and why they are superior to existing solutions that may be completely different.

Elligo chose SCORR to develop its initial brand identity because of John Potthoff's extensive professional experience with the SCORR team and because SCORR is at the forefront of health science marketing, with a global network of industry leaders. SCORR has the focused experience innovative companies need to build a reputation from scratch that can serve as a solid foundation for growth well into the future. Today, SCORR continues to be Elligo's agency of record and full-service marketing partner.



### About SCORR Marketing

SCORR Marketing is the leading marketing and communications firm in the health sciences industry. We partner with organizations involved in global research, development and commercialization of biopharmaceutical and device products, and the delivery of health care products and services. At SCORR, we achieve results for our clients by applying our proven, disciplined approach to synthesize market intelligence, strategy, and creativity. We have locations across North America and Europe. For more information, visit [www.scormarketing.com](http://www.scormarketing.com).

