Cantata Health

Cantata Health | Elevating an Industry Leader Through Media Relations and Executive Visibility

CHALLENGE

Cantata Health, an award-winning software provider serving acute, post-acute and long-term care facilities, partnered with Pierpont to increase brand and executive visibility, elevate their messaging and boost awareness of their EHR and RCM solutions.

OBJECTIVE

Cantata was seen as a trusted vendor for their core targets but desired to increase their visibility in order to reach the masses.

SOLUTION

Pierpont began the relationship with Cantata Health by defining and identifying their differentiators from competitors and their unique offerings.

In addition, Pierpont worked with Cantata to identify, draft and apply for both healthcare and executive visibility awards.

RESULTS

By leveraging Cantata's core service offerings coupled with their seasoned executive leadership, Pierpont was able to secure interest in the media for introductory interviews and subsequent coverage in some of the industry-leading trade publications such as McKnight's Long-Term Care News, Healthcare Finance News and Healthcare IT News.

Working with Cantata's CEO, Krista Endsley, Pierpont secured a nomination on her behalf as a nominee for the *Austin Business Journal*'s Profiles in Power award, an annual award that recognizes women in business in the Austin area.