

Emerus

Emerus | Elevating Executive Visibility to Champion Rural Healthcare

CHALLENGE

[Emerus](#), a trailblazer in the micro-hospital space, faced the challenge of distinguishing its model in a saturated healthcare market. While frequently mentioned in media coverage, the company lacked consistent executive visibility and a clear narrative around its innovation in rural and suburban healthcare delivery.

OBJECTIVE

The primary goal was to elevate Emerus' leadership profile and educate stakeholders, policymakers, partners, and patients on the value of micro-hospitals. The company aimed to position itself as a thought leader in healthcare innovation and improve recognition of its role in expanding access to care.

APPROACH

Pierpont developed and executed a strategic communications plan focused on executive visibility and thought leadership. This included securing speaking engagements, placing bylined articles in healthcare trade publications, and leveraging data-driven storytelling to highlight the operational and patient benefits of micro-hospitals. Messaging was aligned with broader industry themes such as Medicaid expansion and rural health policy. Media outreach targeted outlets covering healthcare innovation, policy, and business strategy.

RESULTS

The campaign significantly boosted Emerus' media presence and credibility. Multiple placements in healthcare and business outlets positioned the company as a category leader. Emerus' executives were featured in strategic conversations around healthcare delivery, resulting in increased visibility among key stakeholders and enhanced market positioning.