Energizing Health

Energizing Health | Launching a Health Equity Movement

CHALLENGE

[Energizing Health](#) is a nonprofit organization that works with tech startups to advance health innovations, particularly amongst marginalized communities, by bringing together health organizations, funding partners, and community leaders. Examples of partners include Aetna Health, the American Hospital Association, Cambia Health, St. David's Foundation, the American Nurses Association, the American Heart Association, and the American Cancer Association.

OBJECTIVES

Support onsite activation at South by Southwest (SXSW).

SOLUTION

Pierpont partnered with Energizing Health in 2019 and 2020 to support their onsite activation at SXSW with activities including message creation, liaising with partner organizations, as well as pre-event, onsite, and post-event media relations.

RESULTS

Media coverage surrounding Energizing Health's participation in SXSW included do512, Startup Health Magazine, Bio-IT World, Medical Marketing and Media, and InnovationMap.