



Numed | Implementing an Innovative Image Refresh in Healthcare Technology

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CHALLENGE

Numed, a leading provider of MRIs and other medical imaging equipment for over 40 years, offers hospitals and other healthcare facilities a range of services from maintenance and operations to the brokerage of the latest in imaging technologies. In 2017, following a corporate rebrand, Numed needed to refresh its public image to match its capability for highly technical innovation.

OBJECTIVE

Pierpont worked with Numed to revise its online messaging, establish a social media presence on LinkedIn and Twitter, develop a media strategy for key trade publications, develop blog content and other thought leadership pieces, and manage the company's overall digital engagement.

APPROACH

In addition, Pierpont helped elevate Numed's industry leadership through conference participation and support. In particular, by using social media before, during and after key industry events, Numed drove important conversations on how to manage and leverage the latest in medical imaging technologies.

RESULTS

With Pierpont's help, Numed doubled its social following and secured coverage in the leading medical technology-focused trade publications.