



## **Sidecar Health**

Sidecar Health | Introducing a Healthcare Innovator

### **CHALLENGE**

Sidecar Health is a healthcare technology company offering affordable and transparent health insurance plans to people who are either opting out of coverage provided by the ACA or who want to supplement their existing high-deductible health insurance coverage.

### **OBJECTIVE**

Pierpont partnered with Sidecar Health to support the company's Texas launch with activities including executive media training, the coordination of a multi-city media tour, the development and implementation of a grassroots direct marketing campaign, etc.

### **SOLUTION**

Media coverage surrounding Sidecar Health's launch in Texas included the Houston Business Journal, KVUE (ABC), KLBJ-AM, and InnovationMap, among others.