



**PointClickCare®**

CASE STUDY

# Bridging legacy and growth with smarter paid media

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**elevation**marketing

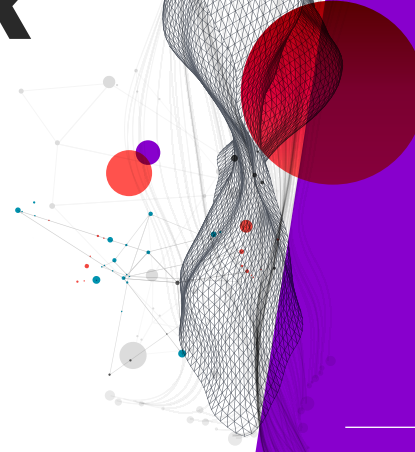
## BACKGROUND

# Growing a niche tech brand into a connected network



PointClickCare, a provider of cloud-based electronic health record (EHR) solutions, has established itself as a healthtech leader in the senior care sector since its founding in 1995. Known for innovation, PointClickCare was influential in digitizing clinical and administrative workflows for long-term care providers and skilled nursing facilities, which typically lagged in technology adoption.

Over time, PointClickCare expanded its offerings to improve interoperability and visibility across care transitions. Strategic acquisitions of healthtech companies—such as Collective Medical and Audacious Inquiry—brought PointClickCare into new healthcare markets, including the post-acute care (PAC) and acute care spaces. With Collective Medical, PointClickCare was able to facilitate care coordination and real-time emergency department (ED) notifications, bridging critical gaps in transitions from hospitals to post-acute care settings. The Audacious Inquiry acquisition strengthened PointClickCare's role in health information exchange (HIE) by connecting payers and providers.



With this expansion, PointClickCare grew to become North America's largest connected network of healthcare organizations, including:

70%  
of U.S. skilled  
nursing facilities

100%  
of major U.S.  
health plans

27,000+  
LTPAC providers

3,600+  
ambulatory  
centers

2,800+  
hospitals

70+  
state and  
government  
agencies

## CHALLENGE

# Growth created new challenges in awareness, differentiation and performance

PointClickCare's growth through acquisitions and product diversification introduced new marketing complexities. Entering adjacent sectors brought unfamiliar competitive dynamics, shifting buyer expectations and a need to evolve from a category leader in senior care to a credible player across the broader healthcare continuum.

## Key challenges:

- low awareness in new markets
- generalized messaging
- generic outreach
- high lead costs
- low engagement

## The goal:

Increase paid search and paid social advertising click-through rates (CTR) to increase conversions, revenues and market share while lowering cost-per-lead (CPL) spend.

## Key issues included:

### Limited brand awareness beyond senior care

PointClickCare was widely recognized in senior healthcare markets, but as it moved into acute care and payer markets, its brand equity didn't translate. These newer audiences often lacked familiarity with PointClickCare's offerings, and competitors with longer histories in those spaces filled the gap.

### One-size-fits-all marketing approach

As the business scaled, campaign execution did not keep pace with the growing diversity of its audiences. With limited segmentation, campaigns defaulted to broad, generalized messaging intended to appeal across buyer types. This catch-all approach diluted relevance, leaving critical stakeholders—like hospital associations, state agencies, and payer groups—without a clear reason to engage.

### Inefficient paid media performance

The existing paid media program lacked the precision and customization needed to engage high-value targets. Generic outreach resulted in low engagement, while high lead costs put pressure on acquisition budgets. Without the ability to target specific personas with tailored value propositions, campaign ROI remained flat. As growth goals intensified, refining audience targeting and maximizing return on investment (ROI) became critical.

## Building on a strategic foundation

To address these challenges, PointClickCare turned to Elevation Marketing. As a trusted partner already deeply embedded in audience and product research, Elevation had recently helped PointClickCare refine brand and product messaging, tailor value propositions to high-priority personas, and reposition its portfolio within the broader healthcare ecosystem. With that foundation of strategic insight, Elevation was well-positioned to advance the next phase of growth: realigning PointClickCare's paid media strategy to more effectively reach, engage and convert PointClickCare's expanding buyer base.



## DISCOVERY

# Diagnosing and prioritizing

Elevation examined PointClickCare's current paid search and paid social advertising activities for ways to optimize spend, boost targeted traffic and improve lead quality.

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Some of the challenges we would be working with involved:



### Fragmented campaign strategy and resource allocation

One of key issues was how campaign budgets were distributed. Budgets were spread thin across a wide range of campaigns, each aimed at different conversion goals. Campaigns were organized by product, but there was a significant overlap in branded keywords. This resulted in duplicate spend and some confusion around audience targeting. Products were also being promoted at the ad level without clear prioritization at the campaign level, which made it difficult to focus investment where it would have the most impact.



### Measurement and optimization gaps

Another challenge was tracking—or the lack of it. Conversion tracking wasn't firing correctly and didn't line up with Google Analytics 4 (GA4), which meant the team couldn't get a clear picture of user engagement or campaign performance. On top of that, there weren't any systems in place to track lead quality or connect marketing efforts to actual sales results. This made it hard to know what was working and what wasn't. Creative testing also wasn't as structured as it needed to be. Since variables weren't isolated, the team couldn't learn much from what they were putting into market.



### Structural complexity

Another significant hurdle would be managing campaign strategy across two distinct businesses—the newer A&P (Acute and Payer) department and the established Senior Care department. Each approached marketing differently—with separate approval cycles and lots of stakeholder input—and Elevation was brought in to support both teams with tailored strategies and execution. Working with the two distinct business units meant juggling different marketing maturities, operational structures, strengths and opportunities. Navigating that kind of structure would require coordination, diplomacy and persistence.



## STRATEGY

# Establishing focus, efficiency and relevance

To help PointClickCare reach its buyer audiences more effectively, Elevation began building separate media strategies for each of its core business units. A&P, still relatively new and working to establish its presence in the market, needed structure, focus and measurable outcomes. Senior care, with its longer history and more entrenched processes, required a thoughtful approach that respected existing workflows while gradually introducing new ways to improve performance.

Before overhauling campaigns, we needed a clear baseline. We took over existing media efforts to maintain momentum while collecting performance data, giving us a starting point to identify gaps and opportunities. Because historical benchmarks were limited, we paired real-time results with industry standards to create a reliable baseline. This early phase helped define clear expectations around spend, targeting, and lead quality—and gave both teams visibility into where and how to improve.

With a foundation in place, we shifted to restructuring campaigns around conversion efficiency. Partnering closely with PointClickCare's demand team, we clarified how marketing qualified leads (MQLs) should be defined and tracked.

We realigned media budgets around product and audience, trimmed more than 300 ineffective keywords from paid search and adjusted bid strategies to increase visibility in high-intent searches. **Our goal was simple: generate the right leads, not just more leads.**

Audience targeting needed recalibration. A&P's initial campaigns leaned too broad, prioritizing reach over relevance. Senior Care, by contrast, had narrowed its targeting so tightly that some campaigns faced challenges in gaining traction. We worked with both teams to refine audience definitions. For Senior Care, we recommended expanding reach where necessary while preserving messaging relevance and alignment with buyer needs. We pivoted A&P toward a more meaningful objective: generating qualified, actionable leads that could support real pipeline growth.

At the same time, we introduced a more structured segmentation strategy rooted in prior persona research. Campaigns were built around four key audiences: payers, acute care providers, risk-bearing providers, and senior care organizations. For each group, we delivered tailored creative tied to business outcomes and proof points—making it easier for decision-makers to see the value in PointClickCare's solutions.



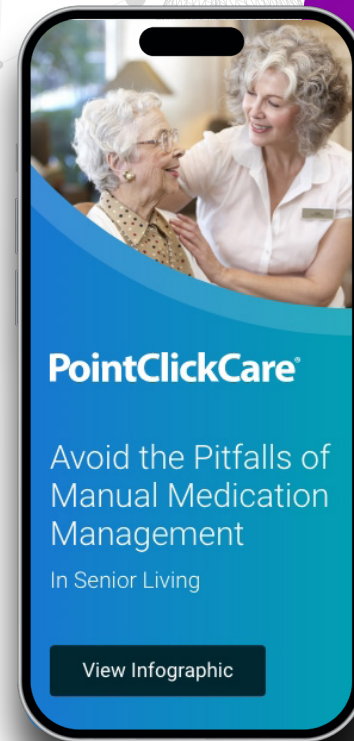
To support long-term performance, we implemented lead-nurturing programs that kept prospects engaged and helped build lead scores over time. **We also introduced feedback loops between marketing and sales**, creating a two-way flow of insights that could guide continuous campaign optimization and alignment across teams.

This approach provided PointClickCare with a more efficient media program, and a stronger foundation for reaching the right buyers with the right message at the right time.

## RESULTS

# Moving the needle with smarter media and better outcomes

The following results reflect a fundamental shift toward a more strategic, performance-driven media program. By grounding campaign segmentation in persona research, Elevation helped PointClickCare establish relevance in new markets and expand reach in established ones. Aligning targeting and campaign structure with business objectives led to stronger conversion rates and reduced acquisition costs. With this smarter approach to paid media, **Elevation positioned the healthtech brand for long-term success—filling the funnel with qualified leads and laying the groundwork for scalable growth.**





A&P

CTR ↑ 38%

New creative for two PointClickCare solutions—Member Account Visibility (MAV) and Care and Utilization Optimization (CUO)—boosted CTR from a 50% to almost 70%, outperforming the previous creative by 38%.

Clicks ↑ 92.7%

Tracked conversions increased along with keyword quality, and PointClickCare saw a 92.7% increase in clicks with just a 40% increase in spend.

CPL ↓ 88%

Within 4 months of inception, CPL dropped approximately 88%.



Senior Care

Leads 0 → 11 in 2 weeks

Compared to zero leads in the prior month, a new paid social campaign for Senior Care proved highly effective—generating 11 leads in the first two weeks of the campaign. One of the pipeline leads alone had the potential to cover the entire cost of the campaign.

CTR 51.5% above benchmark

CTR for the new creatives performed well, exceeding benchmarks by up to 51.5%.

CPL ↓ 79%

Senior Care experienced a 79% reduction in CPL since the social media campaigns were launched.

ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss  
your project?**

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**Business Journal**  
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