



PointClickCare®

CASE STUDY

Aligning strategy and execution through full-spectrum partnership



elevationmarketing

BACKGROUND

Growth leads to opportunity and operational complexity

PointClickCare, a \$1 billion healthtech company, has a long-standing reputation as an innovator in healthcare technology within the senior care market, where it introduced one of the first cloud-based electronic health record (EHR) platforms. As it grew, strategic acquisitions and technological advancements propelled PointClickCare into new healthcare segments, expanding its reach into acute and post-acute care markets and across provider and payer networks.

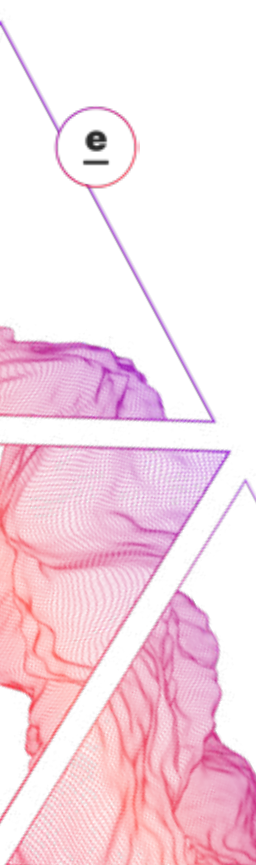
As PointClickCare developed from a niche tech provider in senior care into a versatile tech leader across the healthcare continuum, the company began to experience growing pains.

While growth strengthened PointClickCare's market position, it also introduced new layers of complexity. Each acquisition added products, teams, audiences and competitors—creating silos that made alignment across business units, departments and agency partners increasingly difficult. To position the brand as a healthtech leader required unified messaging and coordination across the organization. As the company scaled, it also needed a marketing partner who could support long-term strategic growth while meeting near-term marketing and demand generation goals in a complex, multi-team environment.



CHALLENGE

Aligning teams, timelines and tactics



“The acquisitions brought a roster of roughly 40 agency partners to PointClickCare. With the first project we did for A&P, Elevation showed our value to the new organization as the partner that could help them achieve consistency and deliver results at scale. When they did an agency review to pick a single AOR partner, they consolidated the business with us.”

Susan Saltwell, Sr. VP of Account Services

To support revenue goals during this next phase of enterprise maturity, PointClickCare deepened its partnership with Elevation Marketing. Initially brought in to support research, product positioning, naming and messaging for the acute and payer (A&P) business unit, Elevation had already developed a strong understanding of PointClickCare’s products, audience, competition and internal structure.

Following the success of that initial engagement, PointClickCare named Elevation its agency of record—tasking the team to bring greater consistency, coordination and operational clarity across four business units and six departments.

As the organization scaled, marketing became increasingly fragmented. Business units operated on different timelines, with varied stakeholders and definitions of success. Messaging and campaign strategies lacked cohesion. Collaboration across departments and with other agency partners was often siloed. Without a strategic framework in place, execution risked becoming fragmented, inconsistent or duplicative.

PointClickCare’s goals included:

- Integrating marketing efforts across business units, departments and leadership tiers
- Building messaging and strategic frameworks across product lines for cross-sell and up-sell opportunities
- Executing new, complex, multichannel initiatives without internal bandwidth strain
- Ensuring visibility, accountability and collaboration among external agencies and internal stakeholders to maximize impact

Meeting PointClickCare’s needs required more than a tactical agency. Elevation would need to operate as its strategic partner and function as an extension of internal teams. This would enable us to align top-level marketing priorities with day-to-day delivery, bridging operational gaps and supporting both strategic planning and execution at scale.

APPROACH

Inside the engagement:

Operationalizing strategy from C-suite to project management

Because each business unit was focused on its own priorities and initiatives, coordination and communication had to be increased externally—Elevation filled that role. Elevation became a central hub for strategy, execution and performance management, supporting coordination across executive, business unit and project teams.

At the executive level, At the executive level, Elevation engaged directly with senior leadership to keep marketing priorities grounded in broader business objectives. The agency's president maintained a direct line to PointClickCare's CMO, helping to align expectations and escalate challenges when necessary. Elevation's Sr. Vice President of Account Services acted as the CMO's go-to strategic partner, bridging the agency relationship with business unit leaders and ensuring continuity across teams and initiatives.

This leadership presence extended to quarterly business reviews, integration workshops and leadership planning sessions. Elevation also supported onboarding for new vice presidents, accelerating integration into strategic programs and governance cycles.

The team held biweekly integration meetings with PointClickCare's PR agency and contributed to a broader collaboration ecosystem that included segmentation, creative and analytics partners.

At the business unit level, Elevation's senior account leaders partnered with marketing managers and leaders overseeing demand generation efforts to build campaign strategies and execute on key priorities. This included developing campaign logic maps that connected business-unit-specific initiatives with enterprise-wide objectives and ensuring each program was supported by clear messaging frameworks based on proof points, tailored by personas and product to increase demand-gen performance.

Elevation helped establish shared benchmarks and reporting standards while also providing targeted content strategies to meet the needs of newly acquired or expanded audiences. The team was deeply entrenched in day-to-day marketing operations, acting as an internal resource and strategic adviser to business unit stakeholders.

Elevation also educated internal teams on key demand generation concepts and metrics, implementing MQL and SQL feedback loops with pipeline qualification, further aligning execution with enterprise revenue goals.

"We were embedded in terms of really helping to drive the business forward."

Ryan Gould, COO, Executive VP of Client Strategy

"We were an extension of their team at every level. We would act as a liaison with each department for them. We even did internal kickoffs when we launched a new project—presenting to 40 people within their organization."

Kelly Radack, Sr. Account Director



“While we were doing the paid media, we worked with their PR team on their thought leadership efforts to tie it all together.”

Kelly Radack, Sr. Account Director

At the program and project level,

Elevation collaborated daily with PointClickCare’s internal teams and agency partners to execute multichannel campaigns. The agency worked in PointClickCare’s established project management systems. Elevation coordinated biweekly status meetings and maintained project trackers to ensure visibility and accountability.

Deliverables included high-value content assets, such as white papers, email nurture programs, sales enablement materials, ad creatives, product landing pages, a co-op kit, office designs, and A/B testing of creative and messaging. Elevation also supported internal campaign launches, presenting new initiatives to cross-functional groups and collaborating with PR, segmentation and creative teams to maintain consistency and alignment.

The agency also partnered with PointClickCare’s IT department to troubleshoot tracking issues and improve lead attribution, ensuring campaign infrastructure supported analytics and reporting needs across the organization. In addition, Elevation helped establish lead quality feedback loops between sales and marketing, enabling more efficient refinement of campaign performance. The team also supported onboarding for new internal marketing leaders and team members—across director and VP levels—providing continuity and orientation to ongoing agency programs and processes.

The agency owned the media strategy and implementation, including the development of Google retargeting programs, email nurture workflows and best practices to enhance performance on landing pages.



This full-spectrum support model addressed a critical organizational need for consistent strategic leadership and day-to-day execution that could integrate efforts across internal and external teams, adapt to evolving business priorities and deliver executional excellence at scale.

RESULTS

What partnership looks like at full scale

What began as a targeted business unit engagement matured into a strategic partnership that reshaped how PointClickCare's marketing functioned across the enterprise. Over time, Elevation became a trusted, embedded extension of the organization, driving clarity, consistency and forward momentum across a complex and competitive marketing environment.

The collaborative model enabled PointClickCare to bridge organizational silos by establishing a unified strategic foundation and a shared messaging framework. Execution timelines improved significantly as teams experienced fewer handoff delays and gained clearer visibility into cross-functional priorities. With standardized reporting, program benchmarks and feedback loops in place, marketing quality and visibility improved across channels and business units.

Elevation's involvement also gave PointClickCare greater adaptability in the face of change. As new leaders joined the organization and internal teams evolved, Elevation provided continuity and institutional knowledge, keeping programs on track. **With strategic planning and execution connected through a single agency partner, PointClickCare was able to operate more efficiently throughout the organization, gaining alignment and scale without sacrificing flexibility or responsiveness.**

Rather than applying a prepackaged solution, Elevation tailored its role to PointClickCare's needs in real time, adapting to changing business needs, absorbing institutional knowledge and proactively identifying ways to strengthen marketing operations.

The outcome: a marketing operation built for enterprise scale—driven by clarity, consistency and coordination and positioned to sustain innovation and long-term growth.



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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