

# Percipio Health's high-impact brand debut

- Website traffic +545%
- LinkedIn followers +410%
- LinkedIn page post impressions +1,300%



## How strategic PR launched Percipio Health into the limelight with coverage from WSJ, Axios & more



**percipio**

**The challenge:** Percipio Health, a digital health start-up, needed a go-to-market campaign for their AI-powered population health platform, which had netted \$20 million in funding through Series A. As a new player in the crowded health-tech market, they faced the challenge of earning trust from potential investors, health systems and payers, and media, both for their platform and as a brand.

The goal was to effectively communicate the value proposition of their solution and establish a strong initial presence in the industry.

**The solution:** Envision Health executed a strategic and comprehensive public relations campaign that included:

- Creating and distributing a press release through PR NewsWire.
- Exclusive media pitches and interviews targeting prominent publications, including offering an advance-notice embargo interview with the company's CEO and co-founder, Eric Rock.

This campaign resulted in high-impact coverage in top-tier healthcare & technology publications, amplifying Percipio Health's visibility and credibility.



# Percipio Health PR campaign makes national impact

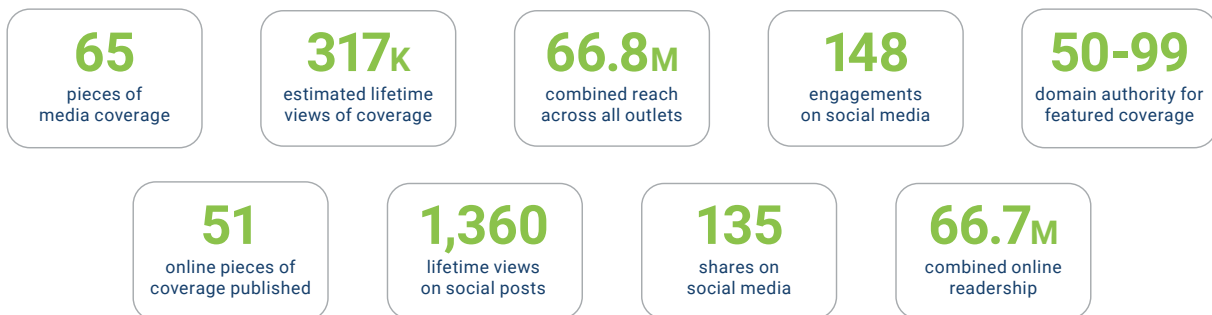
**545%**  
Web traffic spike

**66M+**  
Reach

*"Partnering with Envision Health on our campaign to launch Percipio Health out of stealth was simply amazing. We brought together creativity, diverse and complementary skills, and deep industry expertise to execute and exceed initial expectations."*

—Sara Lueders  
Vice President, Marketing Percipio Health

## Results and Impact: The public relations campaign garnered significant media attention:



**Prominent publications:** Because of Envision Health's efforts, prominent publications such as Wall Street Journal Venture Capital, Axios, Fierce Healthcare, and Modern Healthcare covered Percipio Health's launch. LinkedIn was abuzz, too, with over 30 mentions of Percipio Health from notable industry players like Fierce Healthcare, UPMC Enterprises, This Week in Digital Health, and AI Brief.

**Award-winning PR that makes a measurable impact:** Envision Health was proud to accept the 2025 Swaay.Health Marketing Campaign of the Year Award on behalf of Percipio Health for this integrated PR campaign.



UPMC Enterprises

AI BRIEF

WSJ PRO  
VENTURE CAPITAL

AXIOS

Modern  
Healthcare