

# anthonyBarnum:

## Healthcare Technology Campaign Snapshot

### The Client



UCM combines a digital front door platform, a multidisciplinary team of providers, and a 24/7 telehealth triage, treatment, and navigation service to provide a range of patient services, including emergent and urgent care, primary and specialty care, behavioral health, and more.

### The Campaign

UCM needed to establish thought leadership and visibility to carve out a brand voice, drive awareness, and generate top-of-funnel organic traffic. As an origination PR campaign, anthonyBarnum first sought to interpret UCM's objectives into a PR strategy and create a series of thought leadership concepts that differentiated their platform and value in the market. Through thought leadership, anthonyBarnum led efforts to rapidly increase awareness of UCM's healthcare expertise and reach persona-based decision makers.

### The Placements

**Medical Economics**

[How virtual care benefits both patients and health care providers](#)



[Real-time solutions with telehealth MIH](#)

BECKER'S  
**HEALTH IT**

[UCM partners with New York first responders to bring digital health to emergency calls](#)

### The Results

Within one year, through thought leadership outreach paired with strategically important press releases, anthonyBarnum secured nearly 50 earned media placements for UCM, dramatically increasing its visibility. Reflecting the company's objectives, the placements spanned emergency medicine, Tier 1 healthcare media, and self-insured payer media.

**anthonyBarnum**  
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