Insight Series 👁 Digital Growth in Healthtech

Tips for digital growth as a healthtech brand

UK startups took half of Europe's biotech VC funding in record-setting 2021 (according to the BioIndustry Association and Clarivate). This rapid expansion and global attention is requiring, more than ever, solid branding and well thought out product design alongside brand growth.

01

Invest in design

- As digital products within healthcare become more widely available this gives users greater choice. Prioritise digital experiences.

- Often Healthtech startups need to streamline design investment from startup. Once traction is gained, be brave and review what works and what doesn't. Don't be shy in pivoting to build better brand growth.

Introducing Bleepa.

The app that connects medical professionals safely and securely

BLEEPA DEMO

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Series →

Brain MRI
T2_reg

02
# Engage with clients through holistic product offerings

- Thinking laterally, and using clever mechanisms for ensuring conversion and helping drive behavioural change is imperative to digital success. Give users rewards for behaviour.

- Developing compelling digital products, at times in addition to your core offering, can expand reach and engage with new users. Small, campaignable product offerings can help build traction and feed interest to your brand.

Hearing Birdsong

Explore your hearing through the sounds of nature

Let's begin →

03
Build brand consistency across your product range

- Devise signposting for your products to increase client understanding.

- Ensure content is properly linked to get users to what they want within your business faster.

- Foster human connection and a personalised experience with easy contact options.
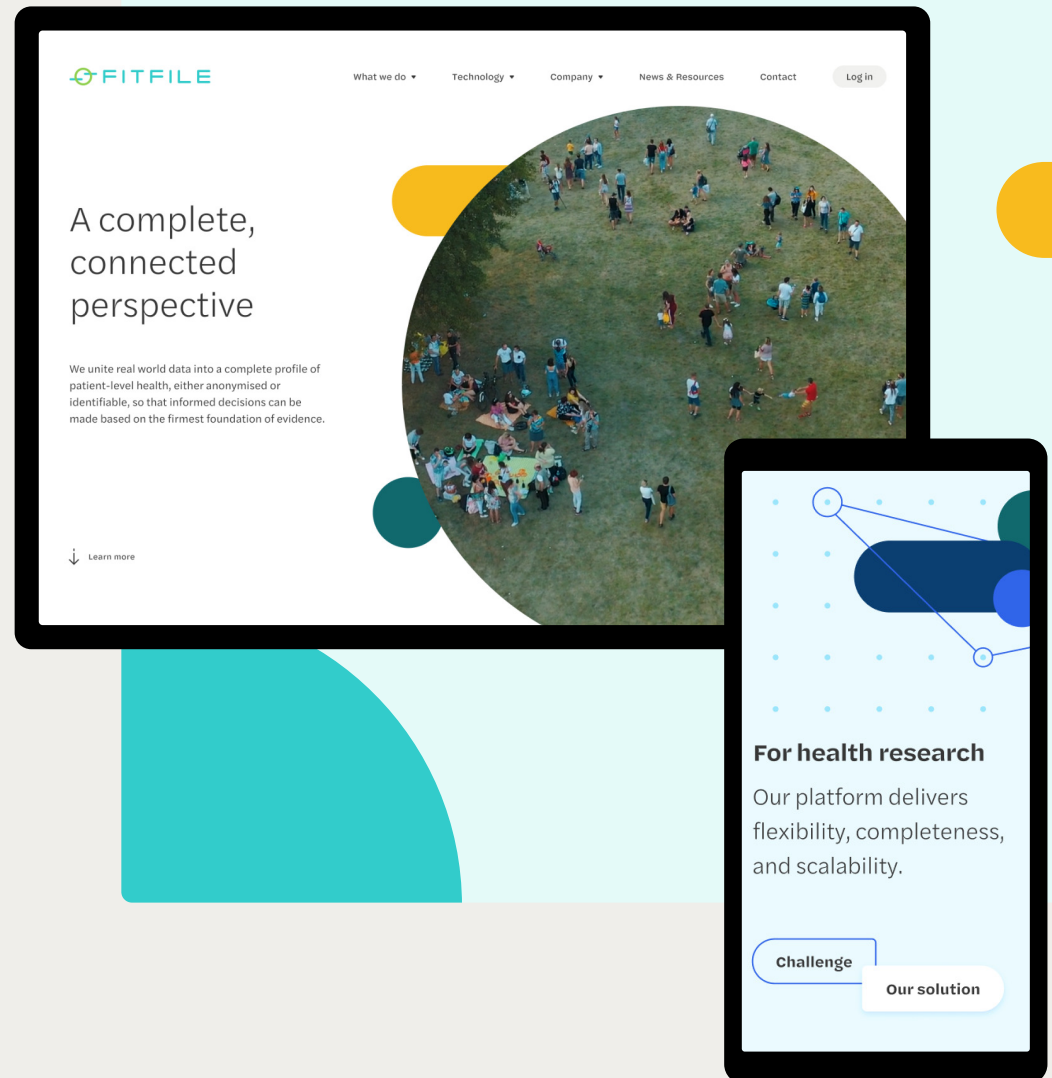
04

Share valuable insight both internally and externally

- Increase customer engagement with consistent and accessible materials and content.

- Empower your team to share insight productively benefitting both you and your clients'.

- Future-proof your way of working – embed digital culture with flexibility.
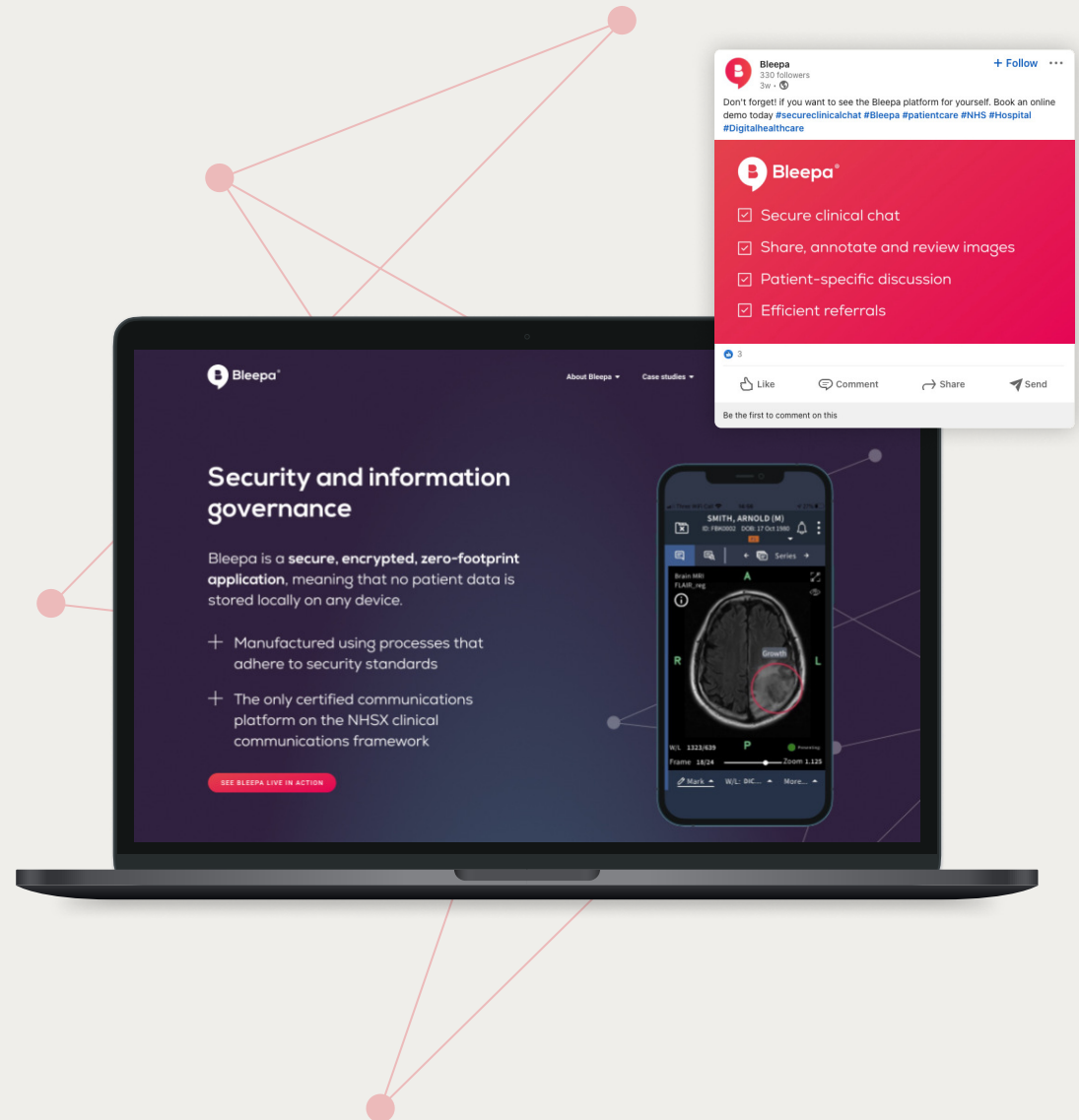
Looking for a creative partner?

We're always happy to chat through a brief, analyse a strategy or discuss an idea. The strongest partnerships start with a simple conversation.

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