



MACKENZIE MARKETING GROUP

Case Study



The Backstory:

ID Experts is a business-to-business product and services company focused on data breach prevention and remediation in the healthcare market.

The Problem:

The company is primarily known for its expertise in post breach resolution services despite having products and solutions for data breach prevention. The company was looking for a way to highlight their expertise in prevention specifically in data security and how organizations can manage sensitive patient information.

Approach:

Partner with a third party that has an established presence in healthcare privacy and data security. The selected partner was the Ponemon Institute, a leading independent firm that conducts benchmark research. Working with Larry Ponemon directly – who has an established media presence and profile – to garner press attention and visibility for ID Experts point-of-view.

Methodology:

The Benchmark Study on Patient Privacy and Data Security utilizes in-depth, field-based research involving interviews with senior-level personnel at healthcare providers to collect information on the actual data loss and data theft experiences at their organizations. This benchmark research, in contrast to a traditional survey-based approach, enables researchers to collect both the qualitative and quantitative data necessary to understand the current status of patient privacy and data security in the healthcare organizations that participated in the study.

Result:

With proactive PR outreach, interviews, and pre-briefings, the [*Sixth Annual Benchmark Study on Patient Privacy & Data Security*](#), conducted in 2016, generated more than 100 press articles, including *Wall Street Journal*, *Bloomberg*, *NBC.com* and research highlighted in *USA Today Snapshots*. Now in it's sixth year, this research continues to be the highest lead generation effort for the company with more than 3,000 downloads, a 32% conversion rate and more than 8,000 page views.