

Doubling Share of Voice and Media Placements For a Revolutionary Pharmacy Benefits Platform

CASE STUDY



New York, NY. Los Angeles, CA. Worldwide.



Overview

With extensive tech experience across the pharmacy benefits ecosystem, Xevant develops and delivers highly functional and personalized solutions including a revolutionary pharmacy benefits system—the industry's very first automated data analytics and reporting platform.

In 2021, after a major investment round, Xevant launched a fully optimized version of this platform that provides mass automation for 3,500+ reports, 300+ dashboards, and 12 core modules from over 150 years of collective experience.

Xevant's technology infuses real-time automation throughout the data analysis process. It also simplifies the painstaking task of report building for pharmacy benefit managers (PBMs), third-party administrators (TPAs), health plans, and brokers.

Challenge

In the second quarter of 2023, a bit after the launch of their optimized pharmacy benefits platform, the leadership team at Xevant wanted to increase the brand's overall visibility by elevating its position in the marketplace.

To do so, they connected with Society 22 to develop a high-level strategic campaign with measurable goals to achieve their objective in the shortest time possible. Specifically, Xevant wanted to increase its share of voice (SOV), a metric that measures a brand's awareness across different marketing channels relevant to competitors. As of May 2023, the start of the engagement with Society 22, Xevant had a **2% SOV** in the pharmacy benefits market.

Additionally, Xevant wanted to secure 9-12 new media placements per quarter that would include features, byline placements, podcasts and radio/TV. At the time of onboarding with Society 22, Xevant already had **592 press mentions**.

The Society 22 Impact

After onboarding, Society 22 sprang into immediate action by developing several key strategies to achieve Xevant's campaign goals. These strategies were executed in conjunction with Xevant's internal team and included:

- **Close Monitoring of the Healthcare Sector.** In a dedicated fashion, the team at Xevant increased its monitoring of the dynamic landscape of the healthcare sector. This included legislative changes, drug shortages, the growth of biosimilars, and labor issues (i.e. strikes and walkouts) affecting pharmacies. This strategic vigilance allowed Xevant to stay ahead of the curve when it came to detecting trends, responding promptly to industry changes, and understanding the evolving needs and challenges faced by healthcare providers and patients.
- **Positioning the Xevant Team as Industry Experts.** By leveraging data and gleaned insights, Xevant was able to establish its team members as thought leaders/experts in the healthcare field. They offered well-informed solutions and perspectives on a variety of pressing issues. Most importantly, they established a voice of authority and trustworthiness in the industry. This approach not only made Xevant an expert to be sought after by the media, but also allowed them to address critical challenges in the healthcare industry, particularly when it involved pharmacy benefits.
- **Securing Media Across Various Sectors.** With the Xevant Team positioned as subject matter experts in their field, Society 22 was able to broaden the reach of secured media placements across a diverse range of platforms. These included podcasts, television broadcasts, and digital publications. This strategy was not limited to just medical or industry-specific channels, but also extended to outlets that cater to the general public. With this strategy in place, Xevant was able to effectively communicate on newsworthy topics such as medication adherence and prescription costs. All of which resonated with a wider audience beyond healthcare professionals.
- **Generating Impactful and Insightful Media Content.** As experts, Xevant team members actively created and disseminated insightful media content. The content was tailored to showcase their expertise along with the organization's innovative solutions, thereby establishing credibility and

reinforcing their stance as leaders in the healthcare sector. This approach of leveraging content was instrumental in building a strong, respected brand image.

As a result of executing on the strategy, Xevant's campaign achieved notable results—

Since the campaign's inception in May 2023, **Xevant's industry share of voice doubled from 2% to 4%** in a period of only 5 months. This significant rise is a testament to the overall campaign's effectiveness in amplifying Xevant's presence, authority, and thought leadership in the sector. Moreover, the strategic approach adopted in the campaign not only expanded the brand's reach, but also solidified its standing amongst competitors and peers in the industry.

During this time, Xevant also experienced enhanced media presence along with highly regarded industry recognition. **A key indicator of the campaign's success is the marked increase in media mentions. These soared from 592 to 1,100—nearly doubling, just like share of voice.** This heightened visibility is attributed to Xevant's features across diverse media platforms including digital outlets, television broadcasts, and podcasts. All providing a diversified audience reach.

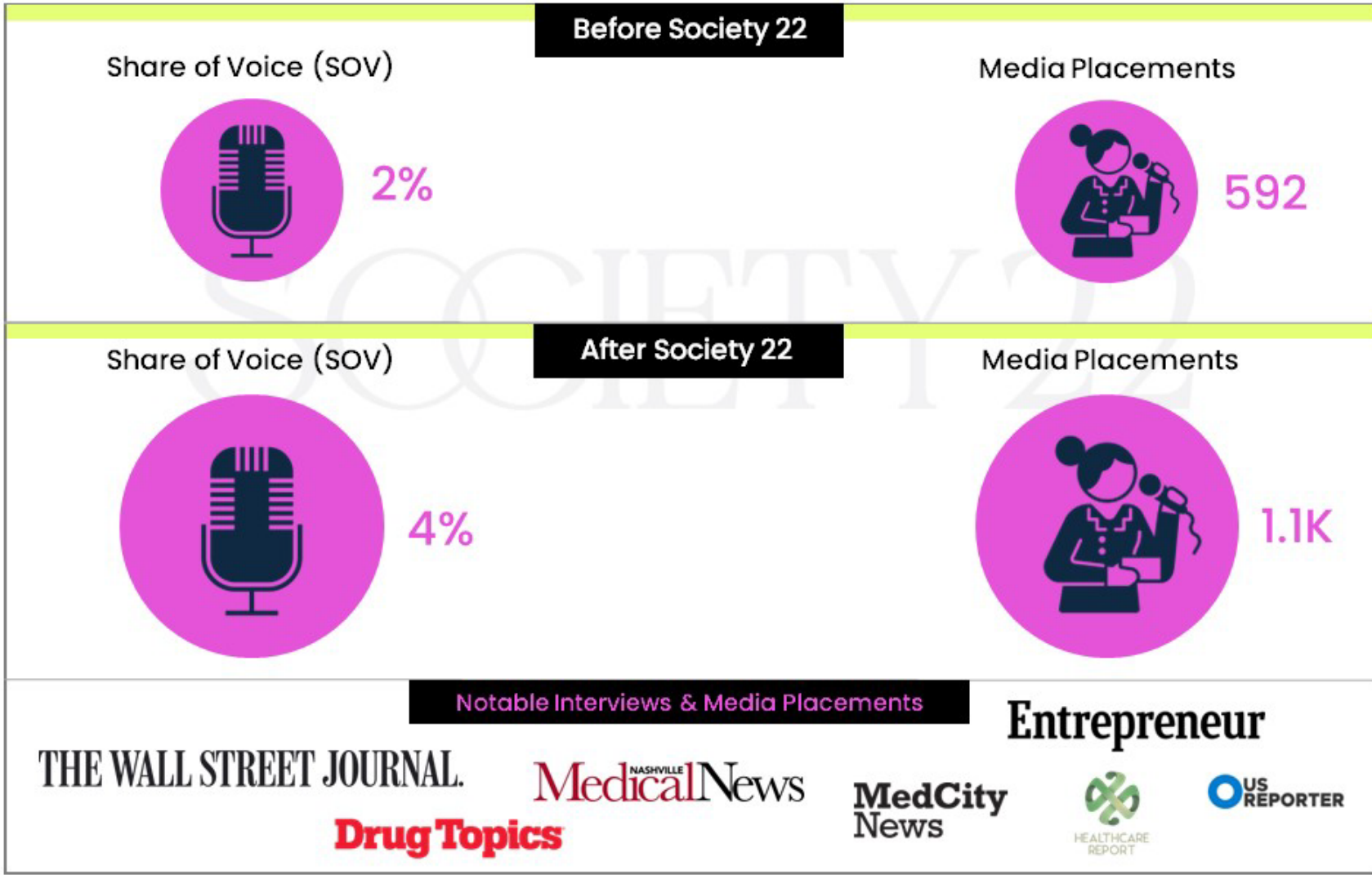
Additionally, Xevant's engagement in the industry has been enhanced by participation and speaking roles at prestigious conferences, leading webinars, and writing a book. Speaking invitations included the Forbes Health Summit and the Forbes Business Council. Participation in these events underscored Xevant's growing influence and thought leadership while increasing the value of the brand.

As a result of its increasing influence, interviews with top-tier outlets and journalists from the *Wall Street Journal*, [Entrepreneur](#), and similar platforms further solidified Xevant's growing reputation as a leading voice in the healthcare sector.

Some of the more notable media placements for Xevant during the campaign period include [Drug Topics](#), [Nashville Medical News](#), [MedCity News](#), [US Reporter](#), and [Healthcare Report](#).

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Xevant



SOCIETY 22

ABOUT

Society 22, founded by Danielle Sabrina, is an award-winning strategy, creative, communication, and PR agency. The agency specializes in connecting the worlds of business development, digital marketing, and PR for high-profile clients, professional athletes, and celebrities. With a 360-degree approach masterminded by teams of publicists, content marketers, and journalists, Society 22 produces incredible results for clients by keeping a constant pulse on the media landscape, culture, and marketing.

Ranked #5 Best Entrepreneurial Company in America by *Entrepreneur*, Society 22 has built an impressive roster of clients across multiple industries including Intel, Red Bull, Lionsgate, T-Mobile, Coachella, and Johnson & Johnson. All of whom look to Society 22 to incubate new ideas, garner press, and develop strategic partnerships.

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