



KEPLER & WILDE

EXPLORE THE EDGE OF MARKETING

MD Interconnect

THE 30,000 FT. VIEW

When lives are on the line, doctors need more than reliability from their communication providers, they need technology they can implicitly trust -- credibility is key and industry knowledge is nonnegotiable.

MD Interconnect's secure messaging platform checked all the boxes. Developed by doctors for doctors, RapidConnect is an innovative, HIPAA compliant app replacing pagers in hospitals around the country. It gives hospitals the ability to be run effectively and efficiently and enables doctors to provide higher quality of care.

STARTUP | B2B HIPAA COMPLIANT HOSPITAL APP

#B2B, #SAAS, #BRAND, #SALES & MARKETING ALIGNMENT, #STARTUP

THE SOLUTION

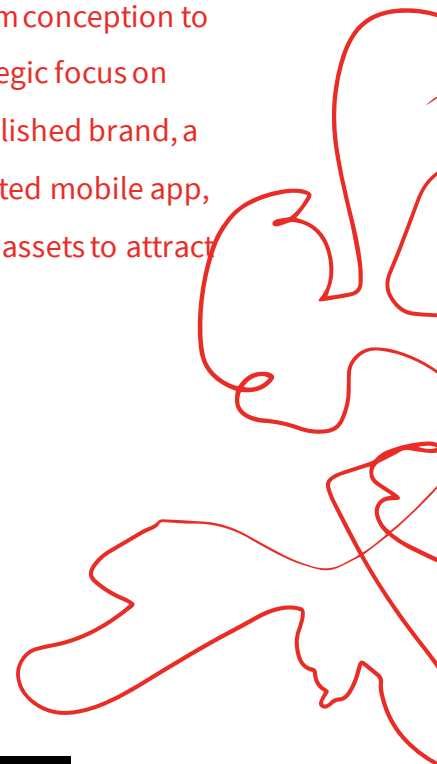
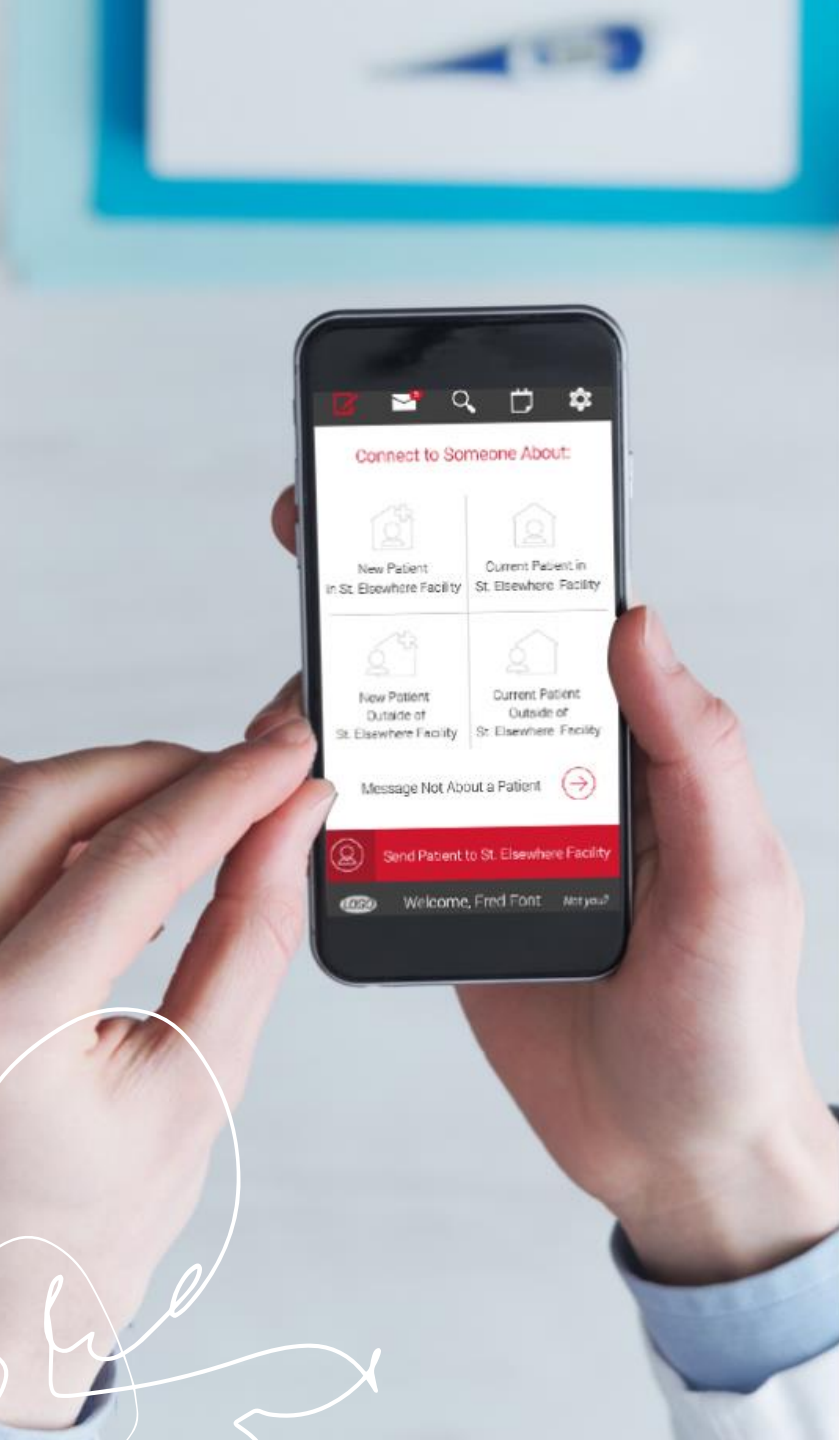
Take RapidConnect from conception to completion with a strategic focus on developing a well-established brand, a user-friendly and validated mobile app, and thought leadership assets to attract potential customers.

Lack of brand and marketing strategy

Minimal marketing and educational materials

Undeveloped software solution

SO WHAT WAS
THE PROBLEM?



MD Interconnect

SUCCESS

Our team helped create an established brand trusted by doctors, and secured their first strategic customers, including Wake Med.

BRAND CREATION

Created brand identity from concept to commercialization including logos, typography, color palettes, and website

Sourced and managed creative direction for technology partner to create a user-friendly app to meet the needs of doctors, nurses, bed management (triage)

Designed and developed comprehensive educational toolbox and program to train hospital staff on technology

FUNDING

Through marketing strategies, brand development, and pitch deck creation, we helped MD Interconnect raise a SEED and SERIES A round of funding from strategic partners

M&A

Merged with Proficient Health, a medical company in Raleigh, to achieve exponential growth

MARKETING STRATEGY

Created thought-leadership content and marketing videos to establish credibility within the industry

SALES SUPPORT

Designed and developed pitch decks focused on customer acquisition and garnering investor interest

"It is obvious that RapidConnect was truly designed with the physician in mind and we were especially impressed with MD Interconnect's understanding of our clinical environment."

-Daniel Lum, M.D. FAAP, Medical Director LCHPCIN.

Triad Business Journal

Greensboro health information company merges with Triangle firm

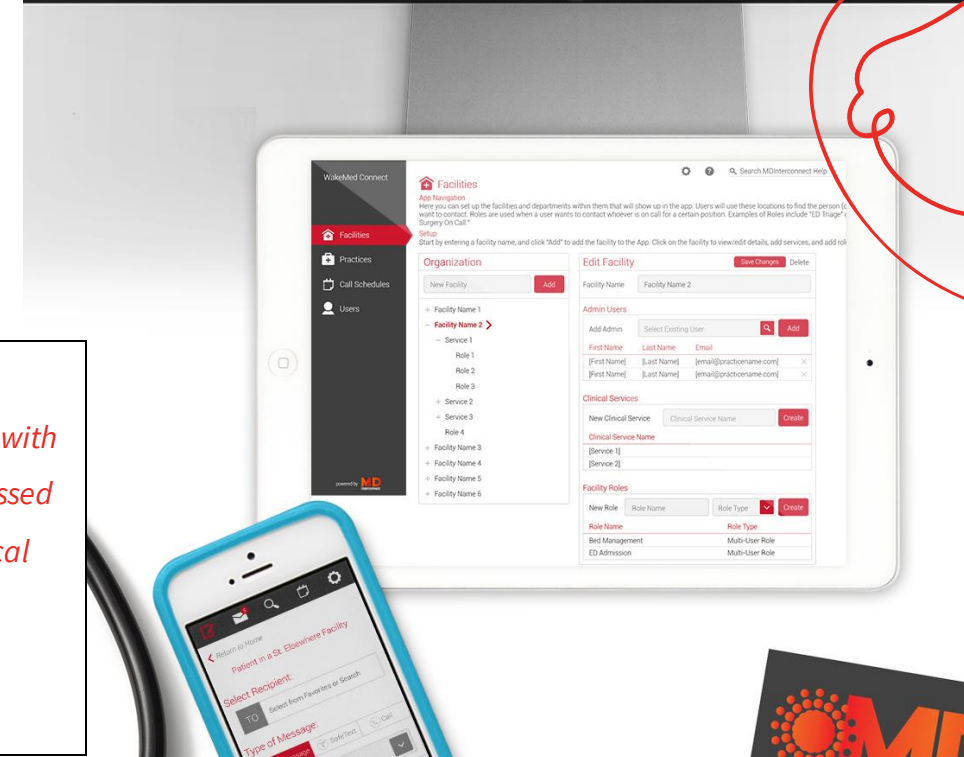
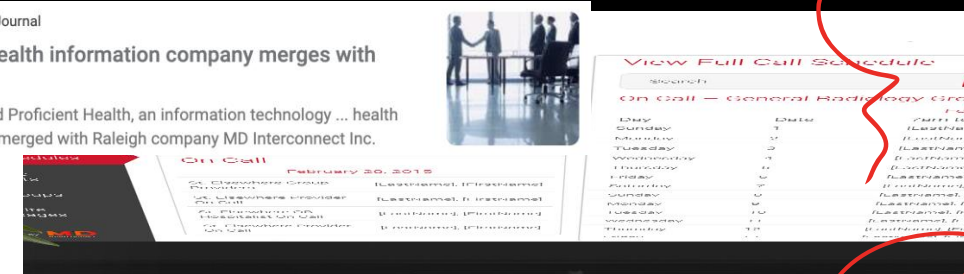
Greensboro-based Proficient Health, an information technology ... health care entities, has merged with Raleigh company MD Interconnect Inc.



View Full Call Schedule

On Call - General Radiology Group

DATE	START	END	STATUS
2/26/2019	08:00	18:00	On Call
2/27/2019	08:00	18:00	On Call
2/28/2019	08:00	18:00	On Call
3/1/2019	08:00	18:00	On Call
3/4/2019	08:00	18:00	On Call
3/5/2019	08:00	18:00	On Call
3/6/2019	08:00	18:00	On Call
3/7/2019	08:00	18:00	On Call
3/8/2019	08:00	18:00	On Call
3/11/2019	08:00	18:00	On Call
3/12/2019	08:00	18:00	On Call
3/13/2019	08:00	18:00	On Call
3/14/2019	08:00	18:00	On Call
3/15/2019	08:00	18:00	On Call
3/18/2019	08:00	18:00	On Call
3/19/2019	08:00	18:00	On Call
3/20/2019	08:00	18:00	On Call
3/21/2019	08:00	18:00	On Call
3/22/2019	08:00	18:00	On Call
3/23/2019	08:00	18:00	On Call
3/24/2019	08:00	18:00	On Call
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3/26/2019	08:00	18:00	On Call
3/27/2019	08:00	18:00	On Call
3/28/2019	08:00	18:00	On Call
3/29/2019	08:00	18:00	On Call
3/30/2019	08:00	18:00	On Call
3/31/2019	08:00	18:00	On Call





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