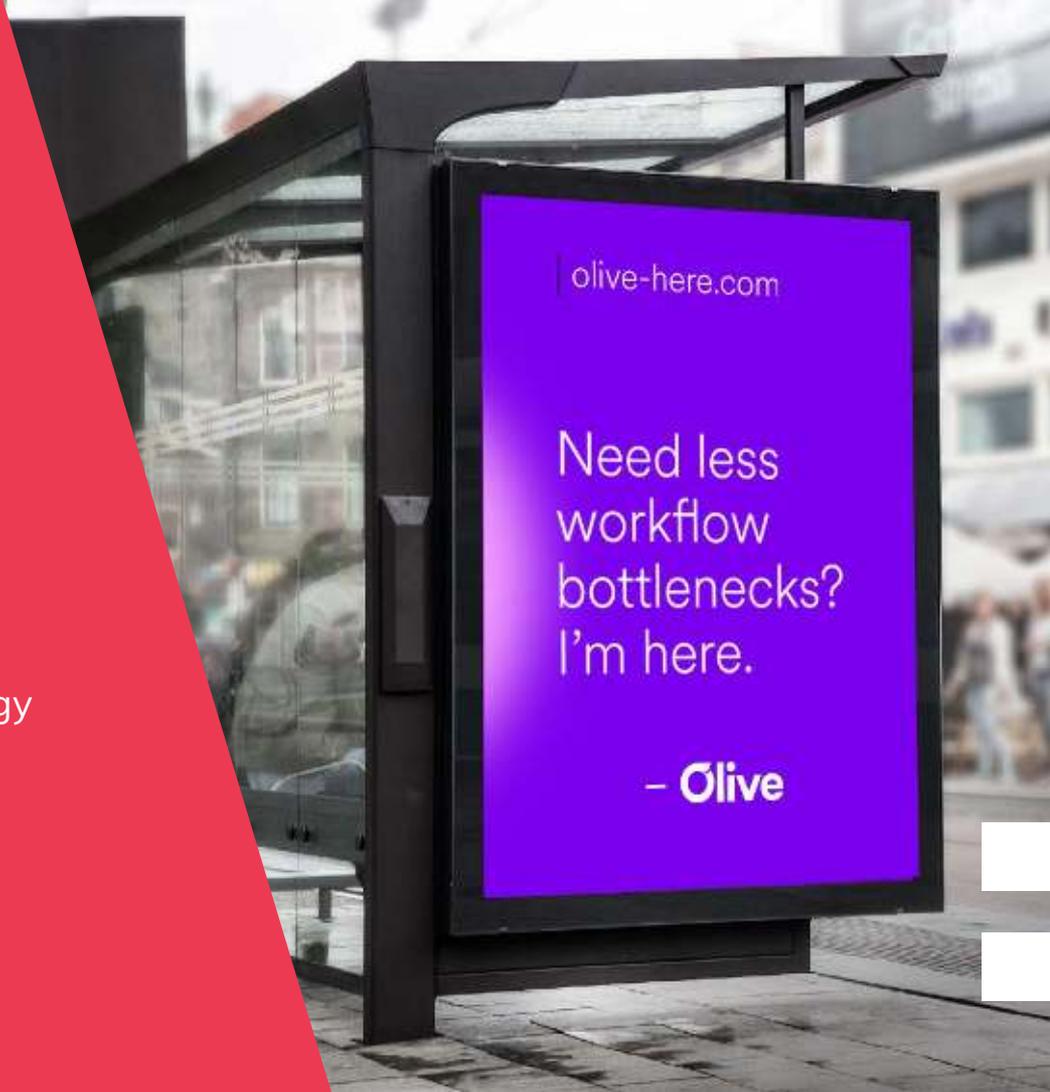


parallepath=

**Olive**

How Parallel Path Helped a Health Technology  
Startup Achieve a 4 Billion Dollar Valuation



olive-here.com

Need less  
workflow  
bottlenecks?  
I'm here.

– Olive



# Client Overview

Olive is a visionary automation company that is on a mission to revolutionize healthcare by creating the Internet of Healthcare. Olive's core solution leverages artificial intelligence so that the industry can focus on what matters most -- delivering exceptional care. The healthcare industry is burdened with inefficiencies and its workforce is doing more and more with fewer resources. Olive is more than a disruptor of the status quo, it's a game-changer.

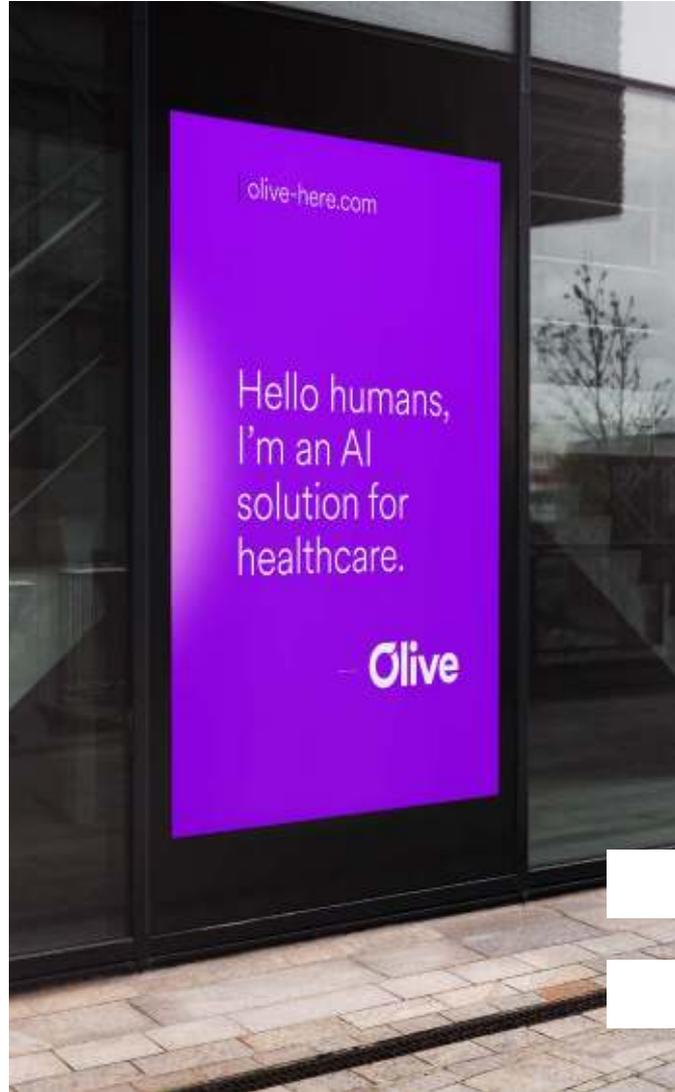


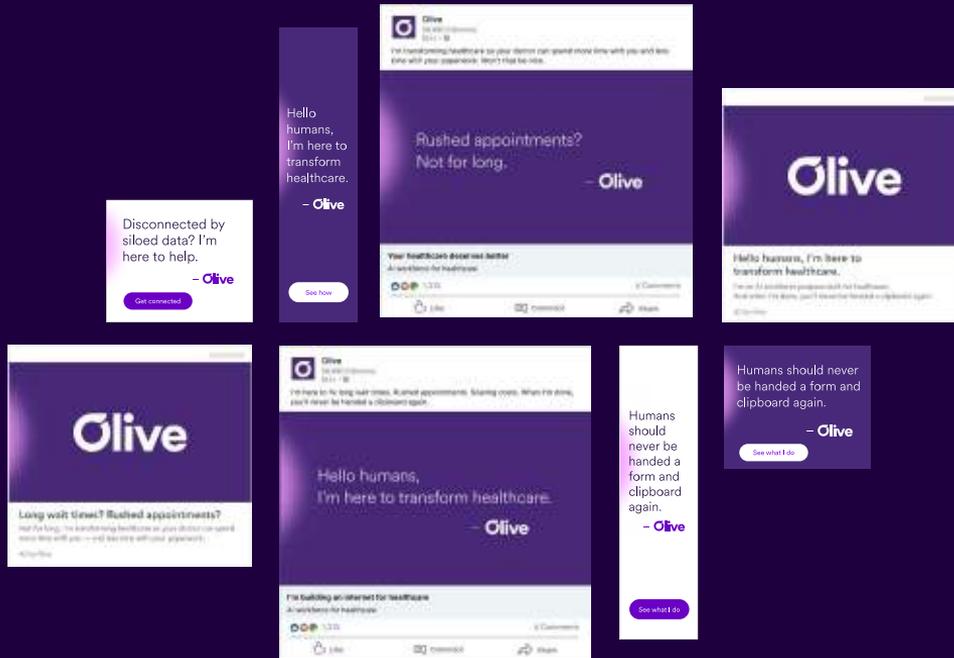
# Challenge

Many healthtech innovators and disruptors face two primary marketing challenges. First, they often bring forth solutions that the industry is not necessarily looking to solve. Second, there is a lack of awareness of new, innovative solutions, and/or purchase intent is not great enough to focus exclusively on capturing market share demand.

To execute Olive's promise of improving the speed and accuracy of the high-volume, repetitive and manual tasks that healthcare workers do every day, it needed to increase the awareness of its solution within the healthcare industry.

**As with any healthtech innovation, after developing the solution, the challenge for Olive was getting the industry to take notice.**





# Challenge

In addition to increasing awareness of the Olive brand across the healthcare industry, Parallel Path was charged with simultaneously reaching decision-makers and influencers at key named accounts and, in turn, accelerating growth.

# Insights

As the Olive business and product strategy evolved, marketing partners needed to be nimble to adapt and evolve accordingly. What didn't change was Olive's vision of solving a trillion-dollar waste problem in healthcare. In order to be the change it needed to be in the market, Olive's marketing efforts would need to reach specific personas within hospitals and health systems.

**Parallel Path's market research identified where and how key buyers make purchase decisions.**



# Insights

Olive needed to earn the right to pitch its solution to hospitals' operations and financial decision-makers and influencers. However, these people are bombarded daily with the clutter of healthcare B2B advertising and sales efforts, and getting them to take notice of a new product or solution is not an easy task. To accelerate and shorten the time frame for Olive to be seen as a significant innovator and emerging leader in healthcare, its branding approach and media strategy needed to be more aligned with what you might expect from the product launch playbook of Apple or Nike than a healthtech company.

**By aligning its high-impact brand creative and messaging with ambitious media planning and laser focused audience targeting, Olive could create memorable and compelling connections with the people the company needed to reach.**



Hello humans,  
I'm the AI solution  
for healthcare.

— Olive

[Get to Know Me](#)

# Solution

In collaboration with the Olive leadership, Parallel Path implemented a digital-first marketing playbook that created heightened industry awareness, moving it towards Olive's solution, reaching named accounts, and delivering scalable and consistent results.

From a data-driven foundation, the integrated paid, owned, and earned media plan took into consideration the entire customer journey in order to move the audiences through Awareness, Education, Solution, Selection, and Realization

Specifically, Parallel Path launched a series of campaigns that included DMA-specific market takeovers, surgically targeted account-based marketing, and hyper boosted industry event marketing.

# Outcomes

Olive has experienced accelerated growth since partnering with Parallel Path in 2019. The company has grown from a relatively modest start to a \$1.5 Billion valuation in December 2020 and then a \$4 Billion valuation in July 2021.

Olive's enterprise AI is now in place at more than 900 hospitals in over 40 U.S. states, including more than 20 of the top 100 U.S. health systems.

## SERVICES

Customer Experience and  
Persona Research and Insights

Digital Media Strategy, Planning  
and Management

Traditional Media Strategy,  
Planning and Management

Creative and Copywriting

Search Engine Optimization

Digital Experience Optimization  
from Website to Landing Pages

Data Collection, Tracking,  
Attribution, and Reporting



We are a dynamic healthcare technology company that is growing fast, so we need a partner that has the right blend of vision and execution to get the job done. Parallel Path understands our ambitions and makes smart recommendations to help us achieve our goals. They are very data-driven which we appreciate and we are pleased with the results we are getting. And, they are fun to work with too!

– Director of Marketing, **Olive**



# Are You Parallel Path's Next Client Success Story?

If you are ready to accelerate growth and would like to explore what a client partnership might be, please contact **Parallel Path, Chief Growth Officer, Hardy Kalisher** to schedule an introductory conversation at [hkalisher@parallelpath.com](mailto:hkalisher@parallelpath.com)

