

HCB Health

Company Profile

A fully integrated, digitally pervasive agency, HCB Health delivers solutions that leverage all customer touch-points. The result? Powerful campaigns that unleash a brand's online potential.

In over a decade of operations, HCB Health has served the entire spectrum of healthcare products and services. Today, the agency is considered one of the top 25 independent healthcare agencies in the U.S. Headquartered in the creative capital of Austin, Texas, HCB Health has become known for big ideas and next-generation approaches.

Digitally pervasive means HCB Health stacks the deck with multidisciplinary creatives. From a full retinue of digital strategists to brand stewards adept at targeting the online space, the agency maximizes the online potential of every project. Media placement and social media experts work to ensure that every campaign leaves an impact.

Services and Offerings

HCB Health provides a full range of interactive services. The agency generates better results by engaging, learning and adapting to client business realities.

To deliver on this promise, HCB Health has developed REAL,TM a process for digital campaign success. Combining Research, Exploration, Activation and Learning, the REAL process starts with concrete facts and ends with smart online optimization. HCB Health prides itself on getting close with client organizations, and returning insights and metrics that lead to long-term effectiveness.

Interactive Services

Interactive Strategy

- Digital campaign strategy
- Online brand development
- Content strategy
- User experience design
- Information architecture

Interactive Production

- Websites, microsites & splash pages
- Email and banner campaigns
- Mobile sites & apps

FASTFACTS



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New Business Contact: Kerry Hilton, CEO

Year Founded: 2001

Employees: 60

Holding Company: Independent

Sample Clients: Alcon, California Pacific Medical Center, Cochlear, Covidien, Edgemont Pharmaceuticals, Harden Healthcare, HealthPoint, Hollister, KCI, LIVESTRONG, Medtronic, McKesson, Menninger, Pfizer, Scott & White Health Plan, Texas Oncology, The US Oncology Network, VASER

- Trade show experiences
- Online gaming
- Sales training tools
- Search Engine Optimization (SEO)
- Analytics and measurement

Social Media

- Outreach strategy and implementation
- Blog creation and maintenance
- Conversation management
- Analytics and reporting

Case Study

KCI is an international medical device company specializing in wound care. Operating in 26 countries with 18 languages, they needed a global website that would consolidate and organize their web presence. HCB Health created and coded more than 200 pages of content to deliver the ultimate user experience, complete with engaging content, clean design and robust management tools for easy updating. After the worldwide launch of its website, KCI experienced strong market growth and brand awareness. To see the work, visit www.KCI-Medical.com.