



CHEATSHEET:

The Anatomy of a Great B2B Healthcare Case Study

Show prospective B2B healthcare clients that your company is the right one to help solve their current challenge — but without the hard sell. Let a well-written, compelling healthcare case study do the heavy lifting for you instead. Never written one before? This comprehensive checklist will help you create a great B2B healthcare case study.

By the time they finish reading it, your future customer will know you understand them and their unique pain points. A case study is like a snapshot of you in the real world, delivering real results.

An effective case study is short (1 to 2 pages) and has 6 sections. Here's your checklist for creating a B2B healthcare case study that gets you noticed:



Title: Create an enticing hook



Executive Summary: Give a quick overview of what the reader will learn



Challenge: Summarize what you were up against



Solution: Share the resolution and how you got there



Measurement: Show 'em the data



(Soft) CTA: Gently prompt your reader to take the next step

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HOW TO

□ Title

- A great B2B healthcare case study starts with a captivating hook. That's your title.
- Use your title to draw in decision-makers by teasing results that they, too, would love to experience. A two-part title featuring data is one of the most effective ways to do that.
- Examples of titles that fit the bill:
 - ✓ **Increase traffic by 148%:** With a Mix of Newsjacking, Personal Patient Stories and Original Blog Content
 - ✓ **Increase MedTech inbound leads by 64%:** Focus on the right audience

□ Executive Summary

- **Briefly tell the healthcare provider reading your case study what they can expect to learn.** Set up your healthcare client's challenge and the result you helped them achieve.
- **The Executive Summary should be short.** Keep it to 3 to 5 sentences. Here, you can reveal key details about your client (with their permission, of course), such as what they do, industry, location and number of employees.

□ Challenge

- **The Challenge section is a concise summary of the problem** you solved for your healthcare client.
- **Mention any additional challenges you uncovered** as you were resolving the primary challenge. (You'll uncover these often!)
- **One or two short paragraphs** is typically enough to cover this section.

□ Solution

- **How did you help your B2B healthcare client solve their challenge?**
- **Shine a light on the thoughtful and comprehensive way** your company helped solve your client's issue.
- **Word of warning:** Don't make this section about "Me, me, me, me, me ..." You want to trumpet your solution here, *not* your company.

□ Measurement (Show Me the Data)

- **How did you measure success?** Prove your measurable case study results by showing healthcare decision-makers the cold, hard data. ("Measurable" means you don't want to call out unquantifiable results such as, "We now have happier staff," or "Our sales pipeline grew.") Let the reader know what you measured and how you measured it.
- **Did you help your client dramatically decrease page bounces?** Or increase their content downloads by double-digit percentages? That's the story you want your numbers to tell.

□ A (Soft) CTA

- **Give your reader information on taking the next step,** but with a gentle touch. For example, "Have questions? Feel free to reach out," or "We love discussing these healthcare challenges. Let us know if you'd like to chat."
- **Don't use this space to hard sell,** which will likely turn off the provider who was looking for content, not a sales pitch.

Have questions about creating a great B2B healthcare case study? Don't hesitate to [get in touch](#).