

Earned Media & Analyst Relations

Building the Credibility Layer That Survives Due Diligence

How Health Catalyst converted disciplined earned media and analyst engagement into measurable share-of-voice gains across eight market categories in six months.

The Inflection Point

By 2024, Health Catalyst (NASDAQ: HCAT) was operating in a category that no longer needed defining; it needed defending. Competitors had emerged across every offering area: financial empowerment, patient engagement, interoperability, registries and abstraction, TEMS, population health. The risk was not invisibility; the risk was being collapsed into a category descriptor by analysts, journalists, and the buyers reading them.

The mandate was to make earned credibility a quarterly operating metric rather than a soft brand outcome; with share of voice tracked category by category, analyst document reads tracked seat-holder by seat-holder, and every press release tied to a specific commercial narrative.

The Mandate

- Quarterly category share-of-voice. eight named category battlegrounds (Brand, Finance, Interoperability, Patient Engagement, Population Health, Registries & Abstraction, TEMS, Ignite); each with a tracked share-of-voice baseline and a Q1→Q2 growth target.
- Analyst engagement, named and accountable. Gartner, KLAS, Signify Research, IDC, Forrester, Frost & Sullivan, Everest Group, Advisory Board; each treated as a distinct relationship with its own briefing cadence, document-read targets, and inquiry quotas.
- Customer-evidence pipeline. the client story program (Notes from the Field, Catalyst Award winners, 7 Questions) treated as the durable evidence layer, not the press cycle.

The Build

- **A disciplined cadence.** 33 earned placements across 25 proactive media engagements; 13 key-message pull-throughs (the metric that distinguishes coverage from credibility); 10 press releases written to a pre-set commercial narrative rather than to news cycles
- **Category share-of-voice growth.** Q1→Q2 share-of-voice gains in every tracked category: TEMS 8.3%→15.4%; Patient Engagement 11.2%→17.9%; Interoperability 16.2%→19%; Brand 3.1%→4.5%; Population Health 4.5%→5.7%. Finance held at 31.6% (the category Health Catalyst already dominated)
- **Analyst footprint.** Gartner document reads grew from 6,303 in Q1 to 7,796 in Q2; 14,099 total, a 24% sequential increase; HCAT searches on Gartner.com grew from 24 in Q1 to 92 in Q2 (a 4x jump). Seat-holder documents read climbed from 70 to 137. Two new Gartner reports with HCAT mentions issued in H1
- **Awards as third-party validation.** 13 award submissions returned 8 wins (62% selection rate); 6 awards/speaker articles published; 14 client SMEs engaged for proof-point content
- **Client coverage that built the brand.** At the 2024 customer conference alone, earned coverage placed across Fierce Healthcare, Becker's, Healthcare IT Today, and Healthcare IT for eleven health-system clients including UnityPoint Health, Stanford Health Care, Providence, Baylor Scott & White, and Allina Health

The Outcomes

- **Analyst credibility as a tracked metric.** 14,099 Gartner document reads in six months, with a 24% sequential lift between quarters; measurable evidence that buyers and influencers were actively researching the brand
- **Customer voice in market.** 4 client earned-media stories tied to the flagship customer conference, generating coverage for 11 health systems: the third-party endorsements that compress a buying committee's skepticism
- **Award and speaker yield.** 8 industry awards won, 6 published award/speaker articles, 13 SMEs engaged: a continuous evidence flywheel that fed sales enablement and analyst briefings throughout the half

Why This Matters If You're Approaching Exit

Acquirers and public-market investors do not read your press releases; they read what others have written about you. They check the Gartner Magic Quadrant, the KLAS report, the Becker's coverage, and the Fierce Healthcare archives; from those, they form their valuation thesis. The companies that survive due diligence are the ones who built the credibility layer two years before the diligence began.

