

An Early-Stage Digital
Health Company Case
Study



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- Holistic Strategy
- Design Tech Stack
- Maintain an Effective CRM
- Lead Gen Campaigns
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- Improve Sale Efforts
- Streamline Customer Service

The Results

- \$25M Series A
- Attract New Contacts and Followers
- Increased Organic Visibility
- Increased Web Traffic
- Improved Number of Closed Deals

The Client

About VivoSense

Since 2010, VivoSense has been revolutionizing clinical trials by developing and deploying digital endpoints from wearable devices. Our team of experts and our proprietary cloud platform add value at every phase of a clinical trial design to sensor selection and operationalization, data capture, cleaning, and analysis, our deep scientific knowledge and extensive clinical trial experience have been instrumental in helping clinical researchers analyze and interpret wearable sensor data, thereby enhancing patient research and care.

Novel Digital Endpoints

Physiological and Behavioral Health Outcomes



Sleep

Powerful indicator of physical, behavioral and mental health.



Heart

Cardiac health monitoring and indicator of autonomic nervous system activity.



Respiratory

Chronic, rare, and infectious disease monitoring and diagnosis.



Physical Function and Mobility

Markers of aging, autonomic nervous system activity, cardio-respiratory fitness, and more.



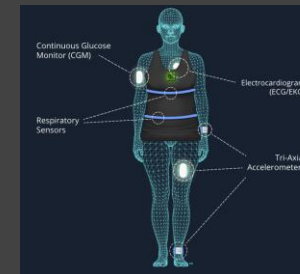
Quality of Life

Treatment response and side effects including fatigue, stress, and pain.

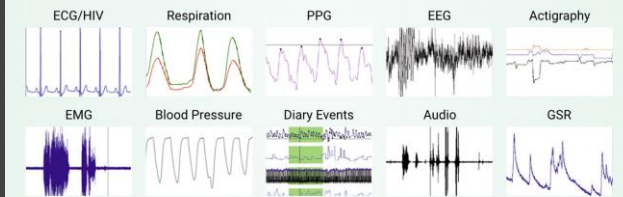


Brain

Neurological monitoring including mental health, cognition, and neurodegeneration.



Examples of Wearable Sensor Data Types



The History of VivoSense

- Founded in 2010 to help clinical researchers analyze and interpret wearable sensor data to improve patient research and care.
- 2019 got \$2M in funding to expand science and business growth efforts - **Hired ABG.**
- 2022 got \$25M Series A investment to expand the science team, join more coalitions, hire a new CEO, and expand biz dev and marketing.



The Challenge

The Introduction

May 9, 2019: Referred by Tom Leonard

Ascend Business Growth provided outsourced HubSpot services to another company Tom worked for in 2017. They were pleasantly surprised to hear from Tom 2 years later! 🤔 He remembered the quality work Ascend provided to his previous company and thought we would be a good fit for his new company, VivoSense.

Special Note: Tom passed away suddenly in 2022. It was shocking and so sad! Ascend still misses him. He was a cool cat and a special friend. 😎💖





The Challenge

Weak Marketing Foundation Limiting Growth Potential

- Needed a stronger sales pipeline to gain investor interest for a Series A round.
- Had 2 business development reps that needed to better track the sales pipeline.
- Needed technology to enable sales and marketing initiatives.
- Needed to build an online presence and pique the interest of early adopters.

The Solution

Hire Ascend Business Growth

ABG was the only agency to present a full solution!
Other vendors only focused on one aspect of growth.

Attract >> Engage >> Delight

Unify marketing, sales, and service to deliver a remarkable customer experience.



CRM and Data

Maintain Data Integrity >>



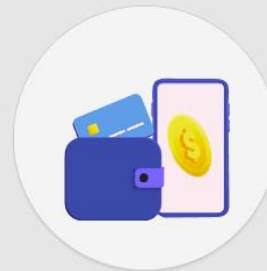
Marketing

Attract and Inspire >>



Websites

Engage and Convert >>



Sales

Close More Deals >>



Service

Put Your Clients First >>



Leverage
ABG Core
Values for
Success!

**Driven by
curiosity**

Rapid learners constantly searching for a deeper understanding and more effective strategies and processes.

Open-minded

Not afraid to try something new, but consider all points of view before taking action.

**Scientifically-
Driven**

Use well-developed analytical skills to create and test hypotheses that drive data-driven decision-making.

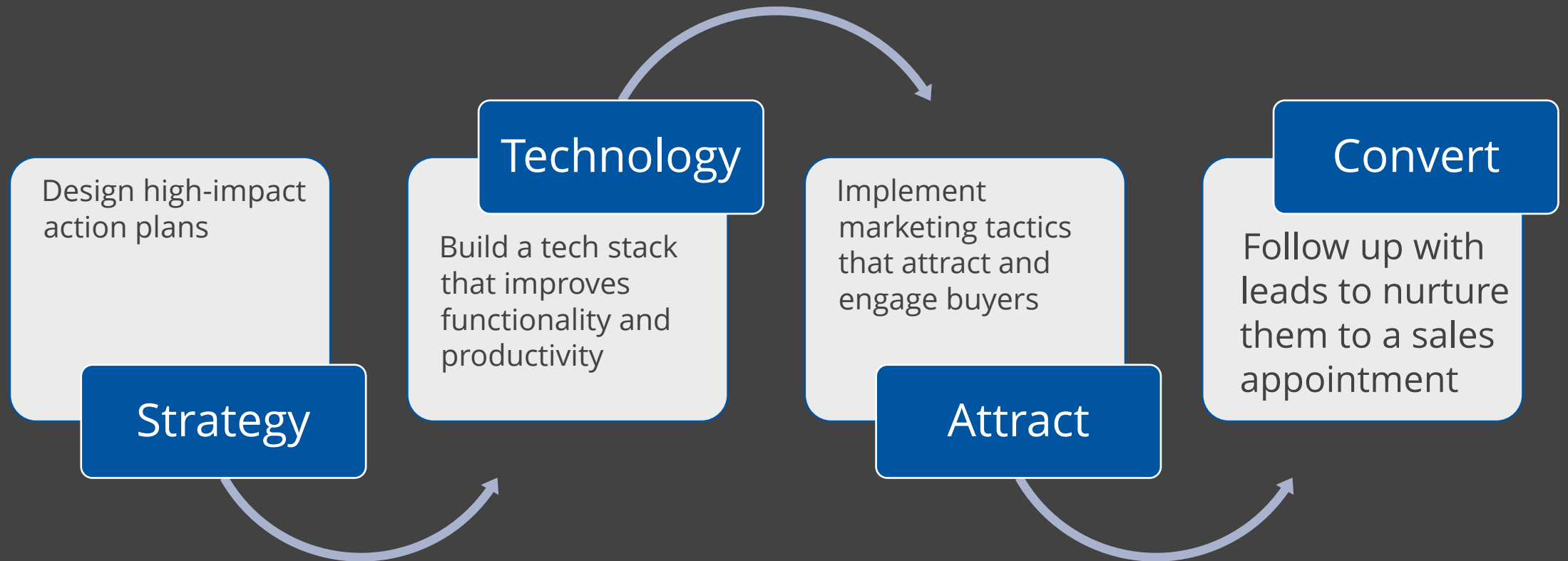
**Strives for
Perfection**

Put maximum effort into every aspect of the job and take ownership of decisions, actions, and results.

Invested in Success

Authentically invested in the growth of the client and company. Your success is our success!

Implement Holistic Sales and Marketing Services that Drive Business Growth

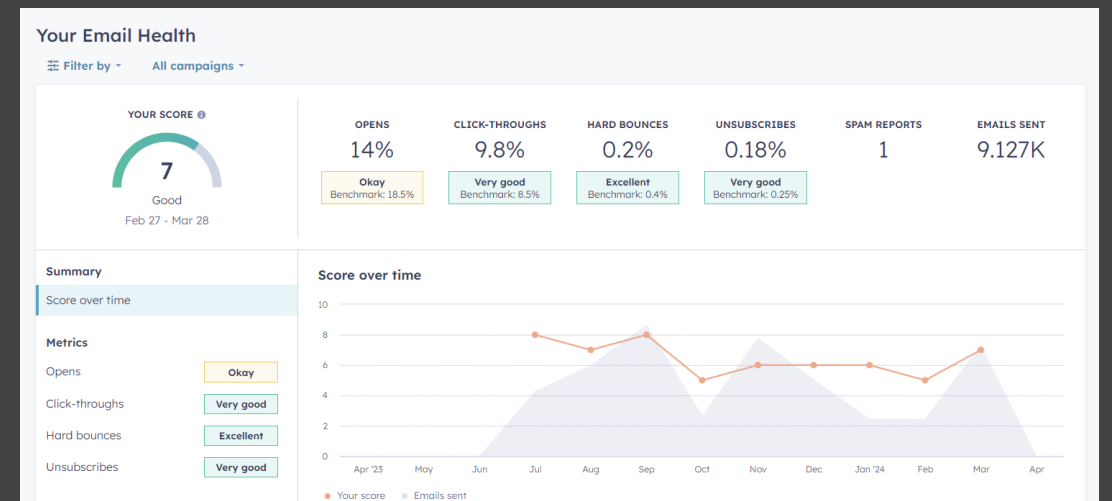
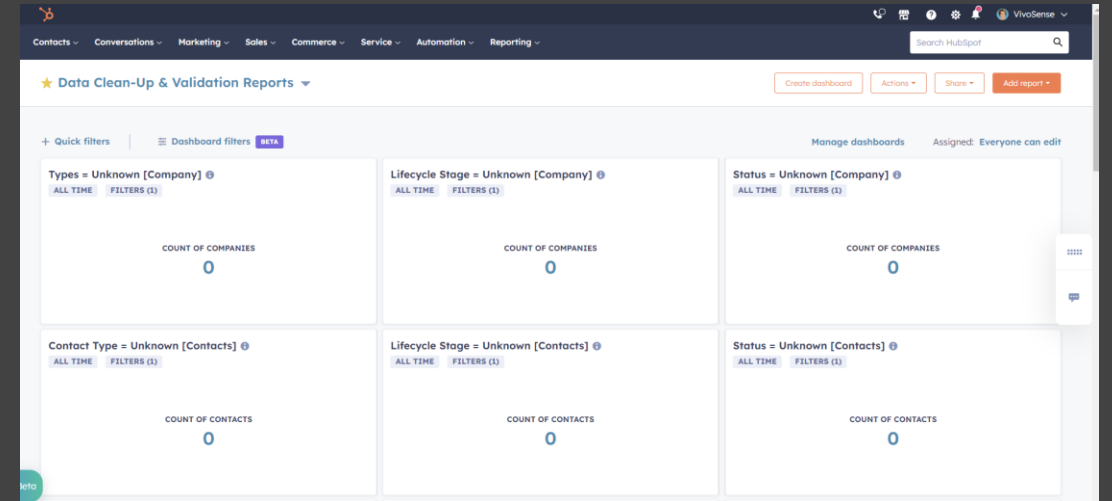


Design an
Effective Sales
and Marketing
Tech Stack



Maintain an Effective CRM

- Sales process management
- Data maintenance
- Email list management
- Analytics and reporting



Create Digital Marketing Campaigns

Analytics | Design | Development | Copywriting | Graphics

Landing Page

VivoSense Search | Careers | Support
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4 Key Principles of Digital Biomarker Development

Realize the Potential of Wearable Sensor Data

The future of clinical trials involves real-world data collected from wearable sensors and connected technologies. Pharmaceutical companies are investing heavily in digital innovation; however, the adoption of digital biomarkers remains slow. These data types can be incredibly complex and sensitive, prone to artifact, and challenging to interpret, leaving research teams overwhelmed with no clear path to success.

In this ebook, **4 Key Principles of Digital Biomarker Development**, Dudley Tabakin, VivoSense CEO, and Kate Lyden, Ph.D. discuss their approach to realizing the potential of digital solutions in clinical trials:

1. Digital biomarker discovery must be hypothesis-driven
2. One size does not fit all in clinical trials research
3. Good data is more important than big data
4. Data needs to be of high quality and fidelity

You'll learn how and why these principles are most impactful when biomarker development is conducted in early-stage clinical trials or early pilot studies.

Download the Ebook

First Name*
Last Name*
Job Title*
Select Role*
Email*
Phone Number

VivoSense needs the contact information you provide to us to contact you about our products and services. You may unsubscribe from these communications at any time. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, please review our [Privacy Policy](#).

Access the Ebook

Stay Connected
Phone: (858) 876-8486
Email: info@vivosense.com
View Our Privacy Policy

Thank-You Page

Thank you! Here's the Ebook.
4 Key Principles to Digital Biomarker Development

The first step to overcoming the challenges of using wearable sensor data capture processes and high frequency real-world data is the iterative and systematic approach for accurate collection and analysis. In this ebook, we discuss four fundamental principles essential for digital solutions to realize their potential in clinical trials.

You'll learn how and why these principles are most impactful when biomarker development is conducted in early-stage clinical trials or early pilot studies.

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Check out some of our other on-demand webinars!

Human Augmented AI is Vital for Clinical Trial Endpoints
Wearable Data Come Away: Cautionary Tales from the Clinical Trial Trenches
Are Wearables Worth it for Regulated Clinical Trials?

View our Learning Center for more insights on improving

Email Marketing

VivoSense

Hi Friend,

I'm glad you're interested in our ebook, [4 Key Principles of Digital Biomarker Development](#)! In it, Dudley Tabakin, VivoSense CEO, and Kate Lyden, Ph.D. discuss their approach to realizing the potential of digital solutions in clinical trials:

1. Digital biomarker discovery must be hypothesis-driven
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[-> Read the Ebook](#)

4 Key Principles of Digital Biomarker Development
Realize the Potential of Wearable Sensor Data

By Dudley Tabakin and Kate Lyden, PhD

VivoSense Search | Careers | Support
Company • Events • Services • Software • Learning Center • Contact

About

VivoSense develops real-world digital and provides end- and solutions for regulated clinical

Get Our Free Ebook

4 Key Principles of Digital Biomarker Development

Discover a clear approach to realizing the potential of wearable sensor data in regulated clinical trials and healthcare research.

Download the Ebook

Call-to-Action

Social Media

VivoSense, Inc. 20k+ • 100+ • 100+

Dudley Tabakin, VivoSense CEO, and Kate Lyden, PhD discuss their approach to realizing the potential of digital solutions in clinical trials. <https://www.vivosense.com/4-key-principles-of-digital-biomarker-development> #clinicaltrials #digitalbiomarkers #digitalhealth

4 Key Principles of Digital Biomarker Development
Realize the Potential of Wearable Sensor Data

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Create Blog Article Campaigns

Copywriting and Editing

- Align with sales
- Optimize for Search
- Title
- Meta Description
- Copy
- Place CTAs for related offers
- Creating and Adding Meaningful Graphics
- Format for Easy Digestion
- Maintain Timely and Consistent Publishing Schedule
- Promote Articles
- Analyze for Interactions and Trends
- Constantly Seek Improvements

*Over 100 articles!

This screenshot shows a blog article from VivoSense. The main title is "Understanding Wearable Sensor Types and Wear Location". The article discusses how wearable sensors in clinical trials are used to monitor patients and improve data collection. It includes a diagram of a human body with various sensors highlighted: Continuous Glucose Monitor (CGM), Respiratory Sensors, Tri-Axial Accelerometers, and Microchip (ECG/ECG). Below the article, there is a section titled "4 Key Principles of Digital Biomarker Development" with a "Read it Today!" button. The author is Patrick Hankey, PhD, and the article is dated 10/15/2024. The page also features social media sharing options and a search bar.

This screenshot shows a blog article from VivoSense. The main title is "Measuring What Is Meaningful in Cancer Cachexia Clinical Trials". The article discusses the challenges of measuring physical functioning in cancer cachexia clinical trials and the importance of using digital measures. It includes a photo of a woman wearing a headscarf. Below the article, there is a section titled "Let's Talk!" with a "Book a Meeting" button. The article also features social media sharing options and a search bar.

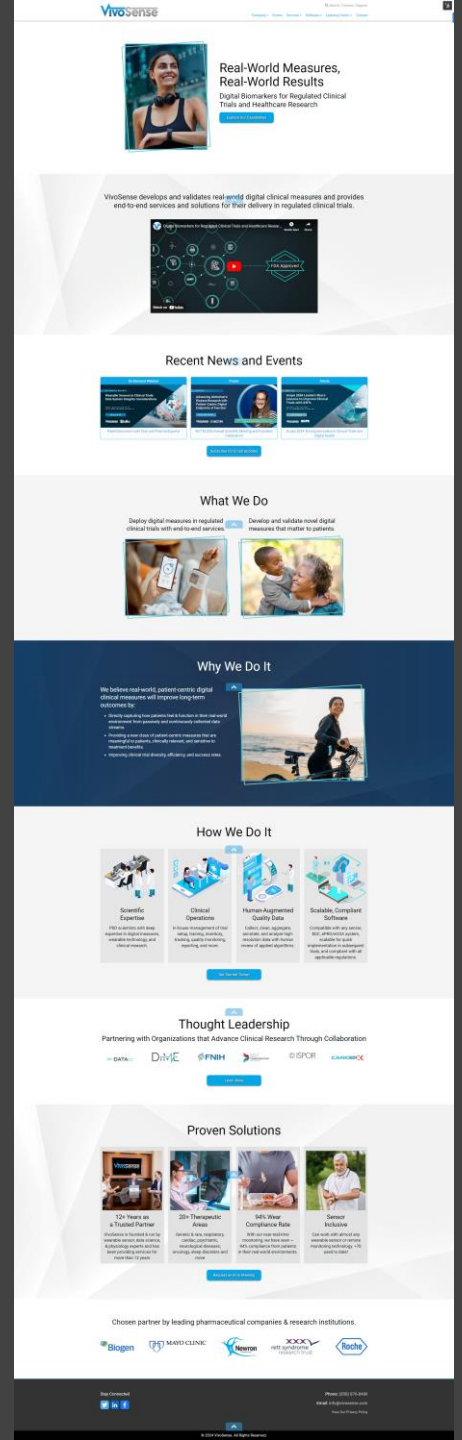
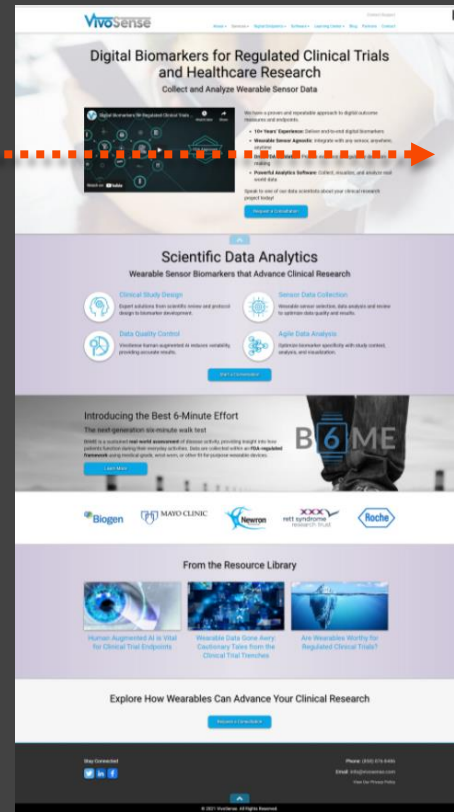
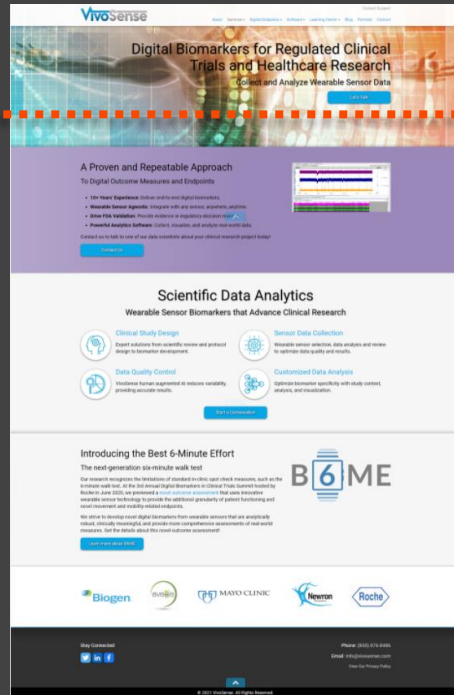
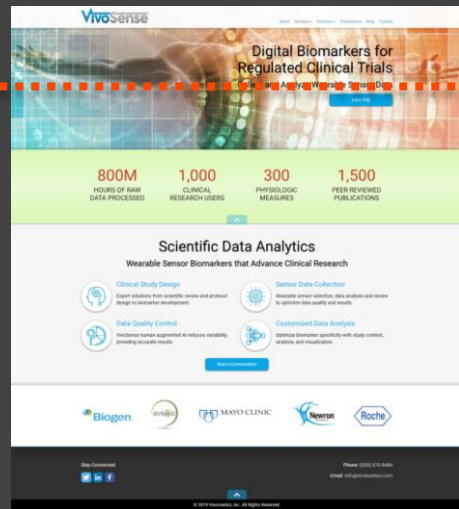
This screenshot shows a blog article from VivoSense. The main title is "Wearable Sensors in Clinical Trials: Data System Integrity". The article discusses the importance of data system integrity in clinical trials and the role of wearable sensors. It includes a photo of a person wearing a wearable device. Below the article, there is a section titled "Let's Talk!" with a "Book a Meeting" button. The article also features social media sharing options and a search bar.

This screenshot shows a blog article from VivoSense. The main title is "Why You Should Include Digital Endpoints in Clinical Trials". The article discusses the benefits of including digital endpoints in clinical trials and the importance of using digital measures. It includes a photo of a person wearing a wearable device. Below the article, there is a section titled "Let's Talk!" with a "Book a Meeting" button. The article also features social media sharing options and a search bar.

Do Growth Driven Website Design

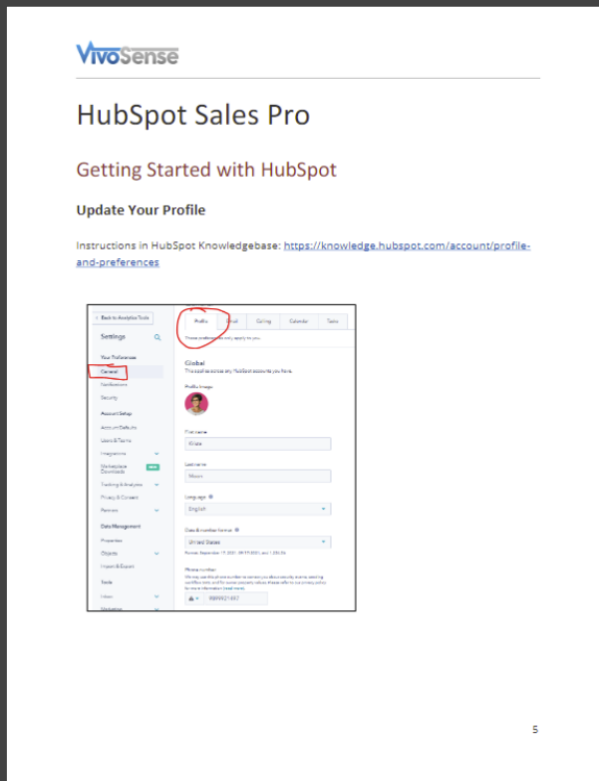
(Continuous Improvement Over Time)

Analytics | Design | Development | Copywriting | Graphics



Improve Sales Efforts

1. Onboarding, training, and support on the awesome HubSpot sales tools



2. Provide hot prospect lists to sellers

Contacts 36 records

Data Quality Actions Import Create contact

All contacts Engaged Prospects - All Form Submission 2024 New Contacts 2024 X + Add view (4/50) All views

Contact owner - Create date - Last activity date - Lead status - Advanced filters (3) Clear All

Search name, phone, em

NAME	CONTACT — COMPANY (PRIMARY)	JOB TITLE	TYPE	LIFECYCLE STAGE
Manishkumar Shah	SILICA	Director	Other	Not a Lead
Ayndria Roy	rootsanalysis.org	Business Analyst	Other	Not a Lead
Verena Behrmann	Sony	Marketing Manager	Other	Not a Lead
Scott Small	Novo Nordisk	Director of Digital Data Science	Clinical Pharma Trials	Sales Qualified Lead
Benjamin Hunter	HMG	Consultant	Other	Not a Lead
Damon Gage	athamedical.com	COO	Other	Not a Lead
Craig Middlemas	middlemasdesign.com	Content Creator	Other	Not a Lead
Antoine Maison	Tigen	Head of Digital Innovation	Clinical Pharma Trials	Marketing Qualified Lead
Dana Le Dizès	Ipsen	Digital Project Manager	Clinical Pharma Trials	Marketing Qualified Lead

Edit template

Name: Phase 2 (ZI) - 1 Owner: Kyle Busacker

Subject: The Value of Exploratory Endpoints in Early Phase CII Shared with everyone - Lead Gen Templates

At VivoSense, we aim to support organizations like yours in understanding patients' needs and preferences. We empower you to design tailored remote monitoring solutions that effectively meet those needs.

Our Director of Science, Ileana Clay, recently engaged with stakeholders and thought leaders from Pharmaceutical and Biotech firms at the FNIH Biomarkers Consortium in Zurich. During a thought-provoking presentation titled "Reverse Engineering Digital Measures: A Patient-Centric Approach," Ileana Clay and the panel underscored how Digital Measures and Validated Endpoints enhance data collection and improve the patient experience throughout the trial lifecycle. Here are some critical advantages discussed:

The Digital Advantage in Data Collection

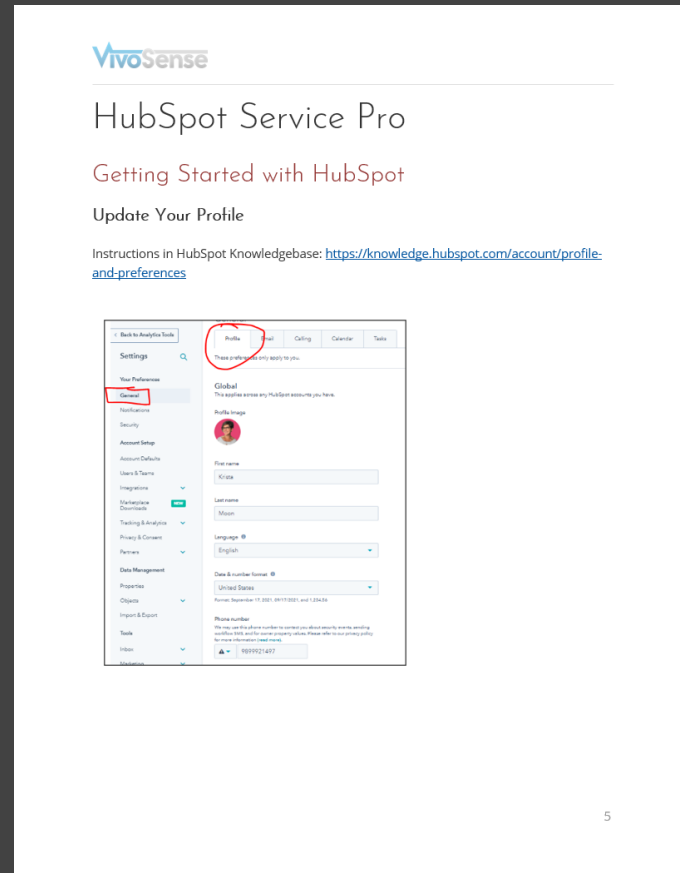
- Speeding the development of new drugs and therapies
- Enhancing the administration of current therapies

Save as new template Update existing template Cancel Content suggestions

3. Align marketing content strategy to what sellers need to create real sales conversations

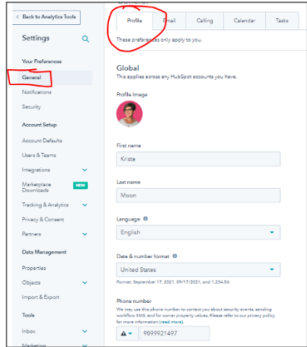
Streamline Customer Service

Setup and configure the inbox, Dashboard and Reports in the HubSpot Customer Service Hub



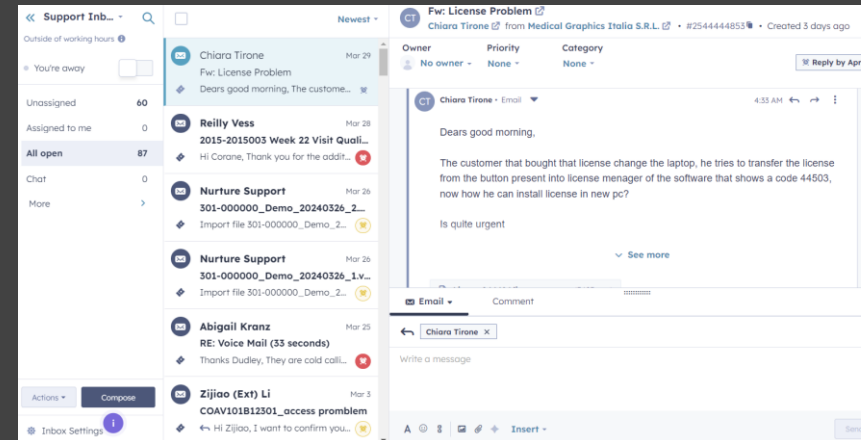
The screenshot shows the HubSpot Service Pro 'Getting Started with HubSpot' page. It includes a 'VivoSense' logo, the title 'HubSpot Service Pro', and a sub-header 'Getting Started with HubSpot'. Below this, there is a link to 'Update Your Profile' and instructions to check the HubSpot Knowledgebase at <https://knowledge.hubspot.com/account/profile-and-preferences>. A red box highlights the 'Profile' tab in the top navigation bar of the settings page shown below.

HubSpot Service Pro
Getting Started with HubSpot
Update Your Profile
Instructions in HubSpot Knowledgebase: <https://knowledge.hubspot.com/account/profile-and-preferences>

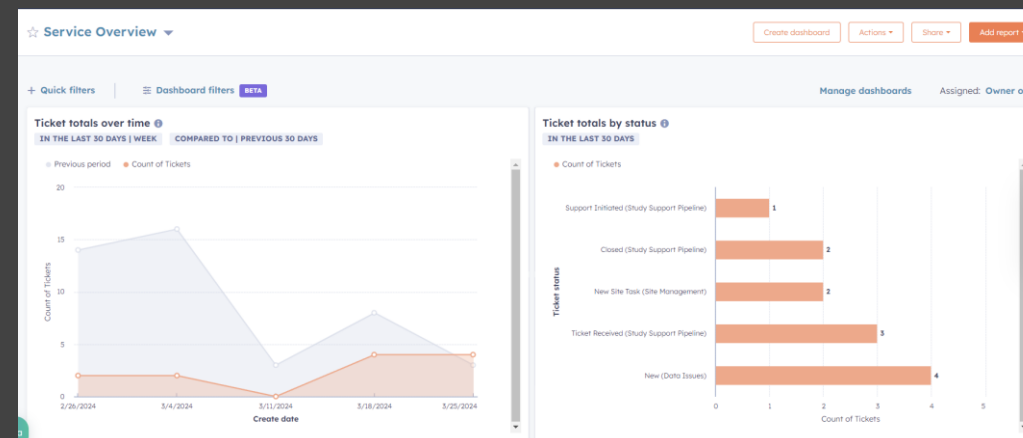


The screenshot shows the HubSpot Settings page. The 'Profile' tab is highlighted with a red box. The 'Global' section is expanded, showing fields for 'First name', 'Last name', 'Language', and 'Phone number'. The 'Phone number' field is highlighted with a red box.

Setup and configure the HubSpot Customer Service Hub Inbox, Dashboard and Reports



The screenshot shows the HubSpot Support Inbox. The left sidebar displays a list of tickets with columns for status (Unassigned, Assigned to me, All open, Chat, More) and counts (60, 0, 87, 0, >). The main area shows a list of tickets, including one from Chiara Tirone titled 'Fw: License Problem'. The right pane shows the details of the selected ticket, including the sender's name, email, and the message content: 'Dears good morning, The customer that bought that license change the laptop, he tries to transfer the license from the button present into license manager of the software that shows a code 44503, now how he can install license in new pc? Is quite urgent'.



The screenshot shows the HubSpot Service Overview dashboard. It features two main charts: 'Ticket totals over time' and 'Ticket totals by status'. The 'Ticket totals over time' chart is a line graph showing the count of tickets over the last 30 days, with a peak around 3/4/2024. The 'Ticket totals by status' chart is a horizontal bar chart showing the count of tickets for various statuses: Support Initiated (1), Closed (2), New Site Task (2), Ticket Received (3), and New (Data Issues) (4).

Ticket Status	Count of Tickets
Support Initiated (Study Support Pipeline)	1
Closed (Study Support Pipeline)	2
New Site Task (Site Management)	2
Ticket Received (Study Support Pipeline)	3
New (Data Issues)	4

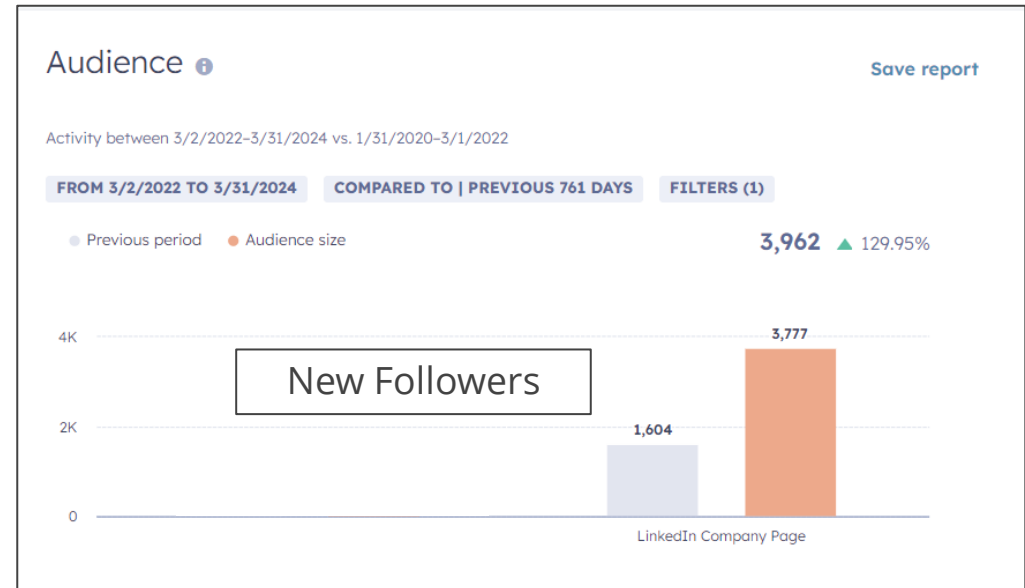
The Result

VivoSense Announces Closing of \$25M Series A Financing



[Read More](#)

Attract New Contacts + Followers



Increased Organic Visibility



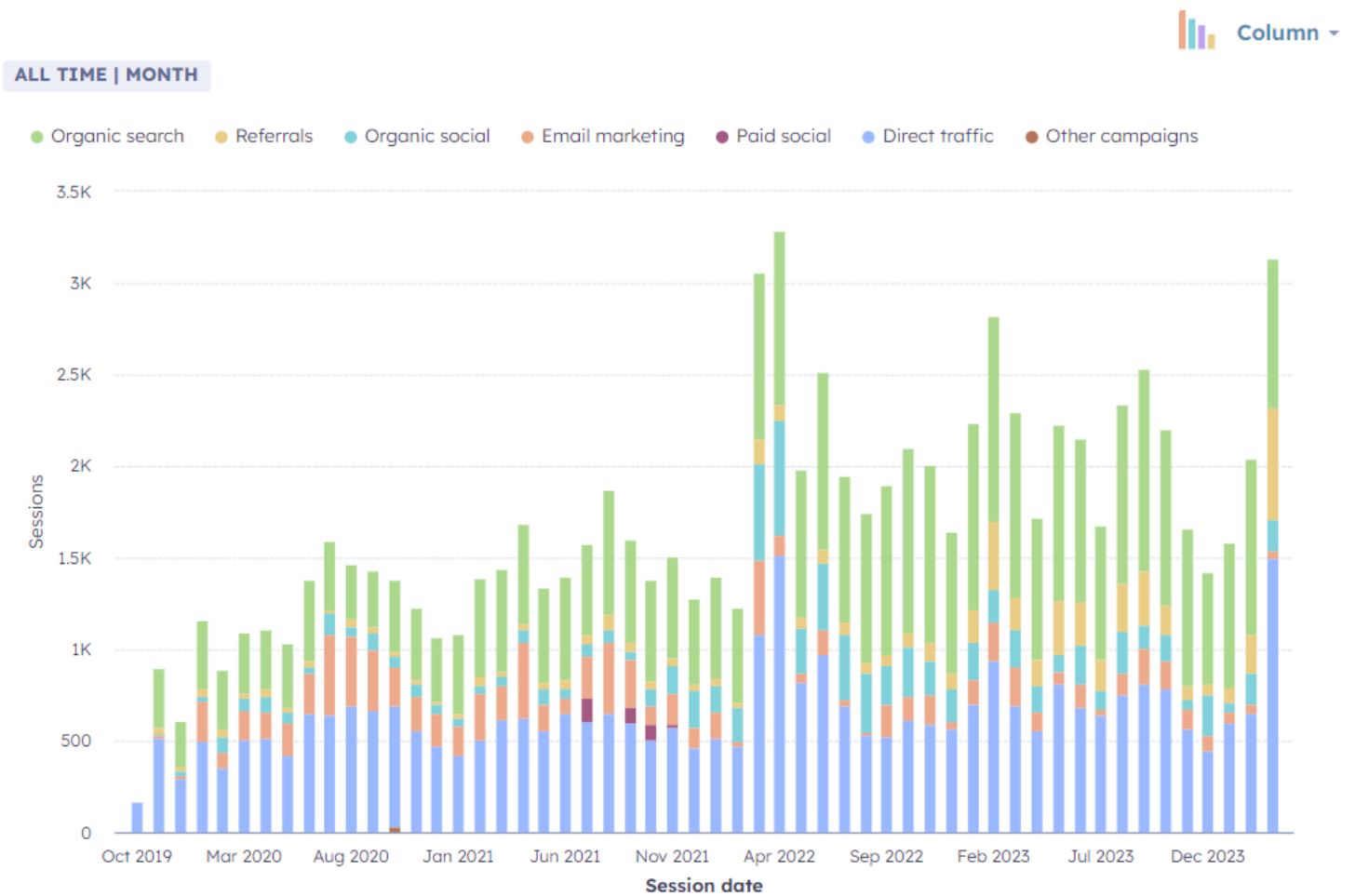
Top Keywords

All Positions | Organic | SERP Features

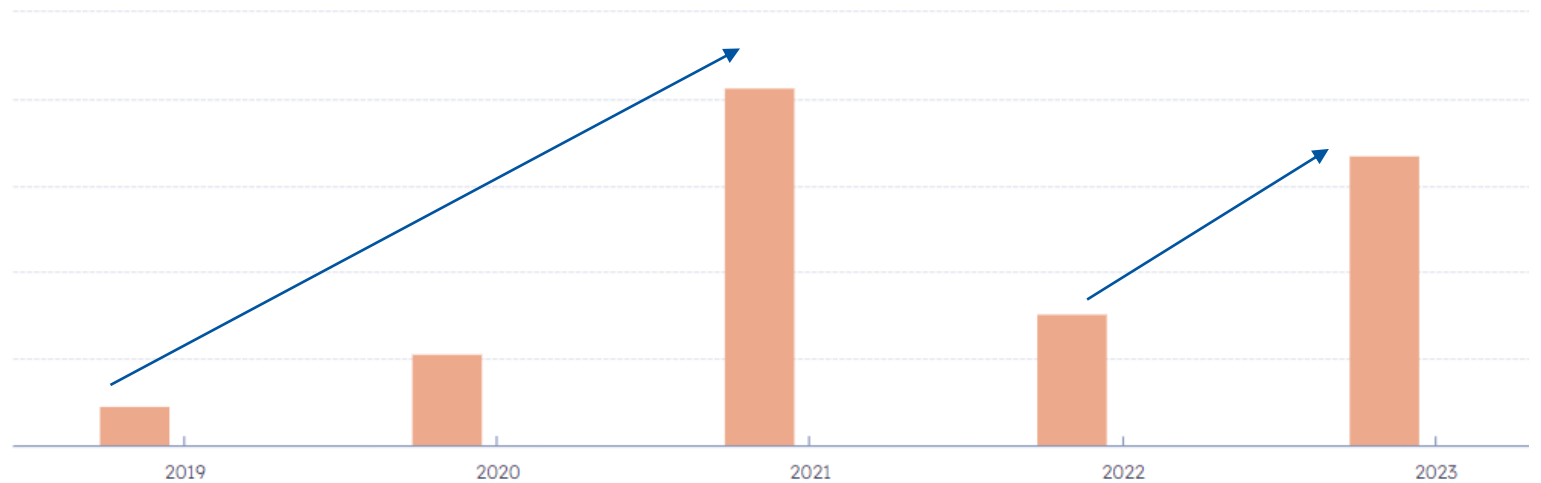
Keyword	Position	SF	Volume	Traffic %
vivosense >>	1	7	320	86.77
digital biomarkers >>	4	4	260	3.38
physical function >>	3	3	140	3.05
physical functionality >>	4	4	110	2.37
colin bower >>	3	5	90	1.69

[View all 160 keywords](#)

Increased Web Traffic



Improved Number of Closed Deals



2022: Transition period with Tom passing away (he was a sales leader), Series A cash infusion, new hires, and new strategies.



Ascend
Business Growth

www.AscendBusinessGrowth.com