

Maximizing Value, Minimizing Conflict

How Cardinal Avoids Conflicts of Interest in Competitive Markets

At Cardinal Digital Marketing, we've built a structure that allows us to leverage deep industry expertise while safeguarding client intelligence. Our services are divided into six tactical teams, each operating in isolation to ensure minimal overlap or sharing of sensitive information. Above that sits a strategy team that guides goal alignment and performance. This way, clients benefit from our deep healthcare insights while ensuring their intellectual property remains secure.



AGENCY LEADERSHIP

With a leadership team seasoned by years in the healthcare trenches, Cardinal is positioned to offer future-forward marketing solutions. Leadership's role is to monitor healthcare and digital marketing trends to actively identify growth opportunities for clients. They interact with account teams to share industry best practices, ensure HIPAA compliance, resource the agency appropriately, and expand our digital toolbox to drive both performance and growth.

STRATEGIC DIRECTION

Account Directors and Channel Supervisors lead every account, and own the strategic roadmaps tailored to your goals. With a focus on patient acquisition and an intimate understanding of healthcare verticals, they employ testing strategies, consumer insights, and platform-specific best practices to develop the marketing mix that will best meet your needs. This is where you get the maximum benefit of choosing a healthcare agency that has seen your challenges before.

EXECUTION TEAM

This is your 'hands-on-keyboard' management team. Your tactical team possesses deep channel experience and is dedicated to achieving maximum performance. They strive to understand every nuance of your business across your brands, locations, and service lines. Most importantly, this is where our tactical teams are segmented to prevent overlap between competitive clients and eliminate the sharing of proprietary insights.

*A conflict is defined as two or more clients providing the same service to the same audience in the same geographic area. We do not define conflict as two companies providing the same services in different areas, or two companies providing adjacent services to the same audience.

