



# Case Study



## HelloHealth and Powerhouse: A Case in Trust Leading to Increased Success

CEO and Chief Medical Officer Dr. Carmen Mohan started the HelloHealth Clinic in 2018 after spending years treating patients in traditional settings. Having observed that many professional, executive-level women were being treated at early ages for serious conditions such as heart attacks and other stress-related medical



**Business Name:** HelloHealth

**Website:** [hellohealthtoday.com](http://hellohealthtoday.com)  
[linkedin.com/company/hellohealth-llc](https://linkedin.com/company/hellohealth-llc)  
[twitter.com/HelloHealth2Day](https://twitter.com/HelloHealth2Day)

**Industry or Business Type:** Health Care, Medicine, Health Services

**Powerhouse Services:**

- Project Management/ Marketing Consultancy
- Executive Assistance
- Social Media Strategy and Support
- Graphic Design
- Technical Writing
- Quality Assurance
- Marketing Strategy
- Website Design/ Editing

**Benefits:**

Initially, HelloHealth needed specific help in designing and creating basic marketing collateral to grow the business. After working with the Powerhouse team, and finding the business to be, in fact, growing, HelloHealth turned to Powerhouse for additional, expansive support. In just over a year, the Powerhouse total team remote solution grew to support HelloHealth in a much more comprehensive way. Expanding to a bulk hours contract, HelloHealth was able to focus on the important work of growing its business and treating its clients, while Powerhouse took on the supportive roles necessary to allow for continued success.

conditions, Dr. Mohan realized there had to be a better way to ensure professional women could be both successful in business and healthy in life. Thus, the idea for HelloHealth was born.

In 2020, Dr. Mohan partnered with Meagan Davies, MS, NCC and incorporated as HelloHealth Today, a comprehensive wellness business that, together with the HelloHealth Clinic, provides a full range of health and wellness services to its clients. Offering comprehensive health-care services to individuals, small businesses, and corporations, HelloHealth treats the whole person, offering medical, mental health, and lifestyle modification services aimed at building work/life balance as well as healthy daily practices to prevent serious medical complications, ensuring increased productivity in work and in life.

### Challenge

The client needed to create an effective marketing campaign, complete with all necessary marketing collateral, to build its boutique medical brand. While initially signing a project-based contract for marketing collateral, the relationship between HelloHealth and Powerhouse quickly grew to a bulk hours contract, with heavy support from Powerhouse on the business and marketing side so the owners could focus on growing the medical, mental health, and other important services they offer. Rapid growth of both businesses increased the challenge, but a



# Powerhouse

professional relationship built on trust allowed the client and Powerhouse to grow together into a synergistic, successful team.

## Solution

In January 2021, HelloHealth and Powerhouse modified their contract from a project-based to bulk hours contract, which has since seen increased hours and added services. In addition to marketing collateral, Powerhouse has provided project management, consulting, graphic design, technical writing, quality assurance, social media support, and executive assistant services to HelloHealth over the last year.

From the initial needs, based on the trust accrued by Powerhouse and HelloHealth, the level of services provided has increased significantly. With such a vital, dynamic client whose needs are ever-changing and ever-broadening, the ability to trust that Powerhouse can deliver at point-of-need, at any time, has been crucial to the continued success of the partnership.

## Results

The Powerhouse/HelloHealth partnership defines the idea that trust can lead to success. As the initial partnership grew, the confidence HelloHealth placed in Powerhouse meant that HelloHealth came to Powerhouse whenever it identified a new need. Powerhouse delivered, even when that point-of-need required versatility and time-critical deliverables.

During the overall contract, Powerhouse delivered, or directly contributed to,

- Project manager/marketing consultancy services, acting as a single point of contact for all deliverables
- Social media strategy, developing and executing an effective campaign across all media platforms
- Graphic design, creating presentations and marketing slicks highlighting HelloHealth's critical work
- Technical writing, including e-newsletters, blogs, and podcast summaries, to share HelloHealth's mission and services with its audience



- Quality assurance to ensure HelloHealth presented a professional, distinct image
- Executive assistant support, critical to managing both HelloHealth and Powerhouse schedules and services

Powerhouse also created many dynamic resources throughout the course of the partnership, including

- Over 20 pieces of marketing collateral
- Brief story plan outlining product offerings
- [Free resources](#) for the HelloHealth website
- Podcast summaries
- Podcast resources
- Blog posts, including ["7 Healthy Habits at Work"](#)
- Updated, healthy [recipes](#) for website

The trust developed between the client and Powerhouse has led to a long-term partnership in which Powerhouse has expanded the services provided as well as refined service offerings available for future clients. HelloHealth continues to grow and expand at a healthy pace. The total team solution offered with Powerhouse's business growth and content creation services frees the client to reach and treat more patients with HelloHealth's unique, preventive medicine-based approach to medical care. When two companies can develop a partnership built in trust, both can experience increased growth and success.

*"The best part of working with Powerhouse Planning was responsiveness and trust. Trust is the most important aspect of any business relationship. I would definitely choose to work with Powerhouse Planning again!"*

*- Meagan Davies, Chief Operating Officer, HelloHealth*

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