



Where Consistent Visibility  
Meets Rapid Growth in the  
Healthcare Industry

PAN



With a projected market size of **\$17B by 2025**, the telehealth industry is brimming with innovative tools like **GYANT's AI virtual assistant**.

**PAN**





**GYANT came to PAN at a perfect time in its growth trajectory.** With limited market awareness and a need to formalize key foundational elements such as messaging, they were missing some key ingredients to get to the next level and close Series A funding.

**Dan Martin**, Senior Vice President, PAN Communications

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# The Challenge:

**Part I:** Break through the crowded conversation to effectively communicate GYANT's POV and ability to offer health system solutions during the COVID-19 pandemic.

**Part II:** Prepare GYANT for its Series A funding announcement by highlighting recent successes and milestones.

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## The Solution:

Leveraging **earned media, thought leadership** and **funding announcement strategies**, the team articulated the story of how GYANT has supported the fight against COVID-19 and established the brand as a health technology leader in front of key prospects, customers and investors.

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**3X**

**The Monthly Sales**

**26+**

**Pieces of Media Coverage with**

**177**

**Unique Monthly Visitors**

**Additional 41 Media Hits During Funding  
Announcement with 22.7B unique monthly visitors**



PAN has been a wonderful strategic partner throughout GYANT's evolution. Their ability to **capitalize on healthcare trends and spearhead key thought leadership conversations** has generated numerous opportunities.

**Chris Farrell**, Senior Vice President of Marketing, GYANT

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[PANCommunications.com](http://PANCommunications.com)

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**WE MOVE IDEAS.**