



CUSTOMER STORIES

Babson College | Kerry Murphy Healey Center Digital Marketing

OBJECTIVES

The Kerry Murphy Healey Center for Health Innovation & Entrepreneurship at Babson College sought to:

- Expand the applicant pool for the NIH-supported Substance Use Disorders (SUD) Sprint
- Strengthen community ties through networking and mentorship
- Establish a repeatable, data-driven playbook for applicant pipeline growth

SOLUTION

StitchDX partnered with KMH to design and launch the inaugural Sprint and deliver a marketing and engagement strategy that continues to scale:

- **Targeted Database Growth** – reached new innovators through targeted outreach across universities, recovery institutes, and NIH grantees
- **Multi-Touch Email Nurture** – sequenced communications for each milestone (open, early decision, final deadline) and post-selection event promotion
- **Content & Channel Mix** – blogs, live posts, and video clips boosted visibility on LinkedIn and partner platforms
- **Community Layer** – First-ever SUD Networking Event launched the SUD Health Entrepreneur Network, creating year-round mentorship and engagement

RESULTS

Babson College Kerry Murphy Healey Center's marketing playbook now fuels sustained applicant growth, deeper digital reach, and an active network that extends far beyond the Sprint itself.

Applications Surged

Completed applications rose **80% year-over-year**, with many additional in-progress submissions for the next cycle – creating a more sustainable pipeline of innovators tackling substance-use challenges.

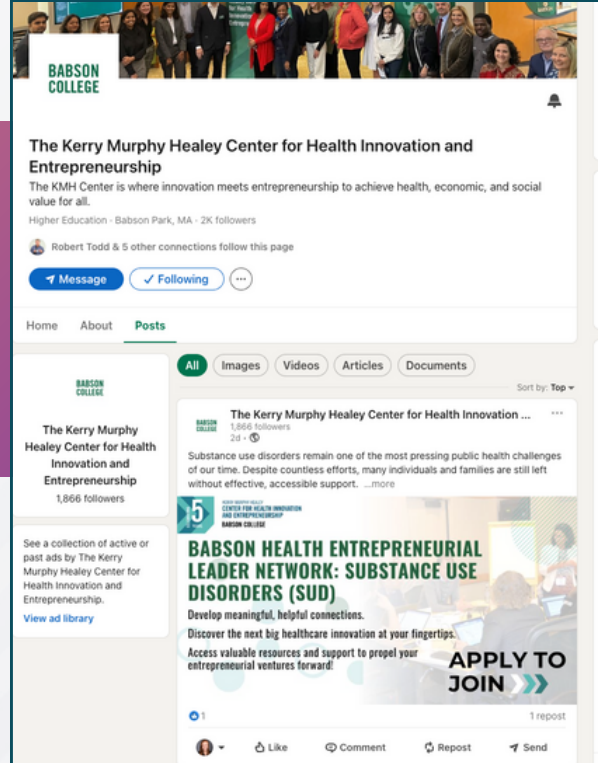
Deeper Engagement

Prospective founders showed heightened interest with **240% more Open House attendees** and a **180% rise in Sprint page views**. On LinkedIn, the community grew nearly **30%**, with engagement trending upward despite shifting platform algorithms.

Stronger Community

The inaugural SUD Networking Event successfully united alumni, mentors, investors, and clinicians, launching the **SUD Health Entrepreneur Network** as a year-round hub for collaboration and long-term support.

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AT A GLANCE CHALLENGES

- Needed to attract high-quality pipeline of applicants for a first-time program
- Awareness limited to early contacts within NIH and Babson.
- No existing community platform for alumni and mentors

BENEFITS

- A repeatable model for applicant pipeline growth
- A scalable digital and in-person engagement strategy
- A living community that extends impact far beyond a single cohort

