



CASE STUDY

HEAL SYSTEMS

Using a Robust LinkedIn and Media Relations Strategy
to Increase Leads and Drive Brand Awareness

HEAL Systems engaged CIPR Communications to manage their LinkedIn presence, assist with media relations, and support their sales team with graphic design needs. The Client wanted to be able increase brand awareness and credibility and generate qualified leads in their target markets. Over the five-year engagement CIPR focused on a generous content strategy that encouraged engagement and a focused media relations strategy that would peak interest in the client's industry.

*** HEAL Systems brand reputation continued to grow as a result of a consistent LinkedIn content and focused media relations**

THE HEAL SYSTEM™



HEAL Systems

Oil & Energy · Calgary, Alberta · 1,631 followers



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CIPR COMMUNICATIONS STRATEGIC APPROACH

CIPR was a trusted marketing and communications partner. CIPR sat in on key leadership meetings that helped shaped the entire marketing and communications program for the company. CIPR was integral as HEAL System launched to the marketplace, entered a joint venture with Schlumberger, and grew their business.

CIPR assisted in the developed an annual media relations plan that focused on key industry publications with international clout and audiences. CIPR drafted several releases and pitched several publications on the developing HEAL Systems business and story. CIPR was a key liaison for media and assisted in lining up key interviews, answering questions, and leveraging media content throughout other HEAL Systems communications.

CIPR developed the HEAL Systems LinkedIn presence including the corporate page and the executive profiles. Originally working with all executives and team members, CIPR updated and created a cohesive and streamlined LinkedIn presence for the business. The look and feel was consistent as well as the descriptions and the way each team member was presented. The LinkedIn presence was continually optimized over the course of the engagement.

Quarterly CIPR created a social media strategy and content calendar that highlighted key themes and business objectives. CIPR was responsible for developing all LinkedIn content including graphics, posting, and monitoring the account for questions. CIPR pulled together monthly metrics reports so the team was aware of growth and key areas that needed further focus.

As needed, CIPR helped to develop one-pagers, marketing material, job postings, and presentations for HEAL Systems.

CIPR COMMUNICATIONS TACTICS

Tactics that were instrumental in the campaign included:

- Marketing and Communications Support and Advice
- Media Relations Strategy
- Media Relations Execution including Releases, Pitching, and Coordination
- Social Media Strategy
- Social Media Content Calendar
- Social Media Account Optimization
- Social Media Content Creation
- Weekly Social Media Posts on LinkedIn
- LinkedIn Pulse Posts
- Social Media Graphics
- Social Media Engagement
- Social Media Reporting and Analysis



INTERVIEW



Overcoming the challenges of artificial lift in horizontal wells.

Jeff Saponja, CEO, Production Plus Energy Services Inc.

Despite the downturn in oil prices, many companies are still finding success by increasing efficiencies and decreasing operating costs, often through the use of innovative new technologies or the re-purposing of existing ones. With that in mind, Shale Gas International spoke to Production Plus Energy Services Inc. CEO Jeff Saponja about how their new Horizontal Enhanced Artificial Lift System (HEAL System™) can help operators resolve the challenges associated with artificial lift in horizontal wells.

Monica Thomas Shale Gas International: What is artificial lift? What kind of artificial lift is usually used with unconventional?

Jeff Saponja (Production Plus Energy Services Inc): The majority of wells that produce some liquids - be it water, oil, or condensate - from a reservoir, will at some point in their life require some form of artificial lift. What that means is this reservoir will not have enough energy to naturally flow its fluids to the surface as a result. In these cases we need to assist the well in being able to produce these fluids by what is called artificial lifting.

What that means is simply putting a pump near the bottom of the well, where the reservoir is, and that pump will assist in lifting the fluids from the bottom to the surface.

MI: What are the challenges of artificial lift with horizontal wells?

JS: Basically all of the artificial lift systems were designed, and have historically been run, in the vertical part of a wellbore. In recent years, with the explosion of horizontal drilling, we've been trying to position these pumps that were designed for vertical conditions around the bend and into the horizontal well, so they're now lying on their side. As a result they've become highly inefficient and highly unreliable - meaning they fail a lot.

Click to tweet this www.ShaleGasInternational.com



Production Plus
An uncomplicated system doing a sophisticated thing

It was a common theme and saying for oil and gas companies during a frustrating 2016: Having to do more, with less - ultimately trying to save as much money as possible in the low-price oil environment. Production Plus Energy Services has a solution for producers in the form of a new technology stemming from its patent-pending Horizontal Enhanced Artificial Lift (HEAL) System that can be a huge benefit to oil and gas companies across the Western Canadian Sedimentary Basin (WCSB) and North America.

As an oil and gas production optimization innovator, Production Plus recently completed its 50th install with multiple operators across the major plays of the WCSB in today's challenging operating environment. North American energy companies are looking for ways to maximize production and limit their operating costs. The HEAL System™ offers a new, viable option for the North American energy sector as it strives towards efficiencies in extraction.

The company is excited to add a productivity enhancing opportunity in the WCSB by lowering operating costs and achieving more production. The value proposition is very high for operators. Production Plus is in 15 different reservoir types, with 15 clients, from small to major. It's a new technology that's available to industry.

It was a great year for the company, said Jeff Saponja, CEO, Production Plus, in an interview. What's most impressive is that the commercial release was just 12 months ago, and done during struggling times. Mr. Saponja explained the company's story to Roughneck magazine. "We've been able to develop a new technology that has struck a chord with producers, because we as a former producer (Tribex Oil Corp.) developed it to lower our costs, and improve production and get more oil out of the ground. With that success, we consciously decided to share it

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HEAL Systems provides the lowest cost, most effective, and lowest risk downhole separation system in the industry to enhance artificial lift performance and maximize production economics.

MAXIMIZE DRAWDOWN. MINIMIZE COSTS.

WHAT WE DO

Talpipe downhole separation systems have proven themselves to be effective at mitigating slug flow and improving artificial lift performance. HEAL Systems is a pioneer in this market and has been at the forefront of developing intelligent, fit-for-purpose tools to maximize system performance and minimize risk through the production lifecycle, from flowback to abandonment. HEAL Systems has the systems and expertise to deliver the lowest installed cost and most effective talpipe separation system in the industry.

ADDING VALUE WITH CERTAINTY	Reliably maximizes drawdown	Lowers OPEX	Lowers CAPEX
	Predictably increases production flow 20% to over 100%.	Increases pump run life by 3-5 times.	Total installed cost the same or less than conventional artificial lift systems.
	Mitigates slug flow, reduces fluid density and lifts the fluids up to the surface when a pump can operate reliably.	Mitigates slug flow, reduces fluid density and lifts the fluids up to the surface when a pump can operate reliably.	Reduces well cost by removing design constraints from the decision when a pump can operate reliably.
	Operates at very low bottomhole produced pressure to maximize drawdown and increase well production and reserves recovery.	Maximizes reserves by avoiding scale and gas interference. Allows for greater pumping capacity from existing equipment.	Designed to last the life of the well, it controls flowback, reduces surface flow, enables faster and simpler artificial lift transitions, provides flowback protection, eliminating major recovery costs and lowering production costs.
WHY WE ARE THE BEST PROVIDER		Controls flowback, extends the natural flow period.	Spreads the transition to non-pumps which are easier to run and maintain, and that are easier to source.
We have been in your shoes: HEAL Systems was initially an operating company developing systems to solve our own production challenges in our own wells.		Provides flowback protection from offset well future operations.	Permits installation of smaller sized pump jacks, rod strings and pumps.
We have extensive experience in all major unconventional plays: Over 4 years commercially testing systems throughout North America, with over 200 installs in over 10 formations.			
Field proven and fit-for-purpose: All of our downhole tools have been developed and refined specifically for this application to deliver the highest reliability and lowest cost over the life of your well.			
Schlumberger partnership: we are part of a joint venture with Schlumberger and make use of their extensive technology and experience to make your well results even better.			

Learn more about the HEAL System™
HEALSystems.com | info@HEALSystems.com



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"In this well, the HEAL System achieved comparable drawdown to an ESP with a more cost-effective rod pumping solution. The HEAL System decreased the BHP by 450psi. This correlated to at least an 80% increase in fluid produc...see more

“

THE HEAL SYSTEM DECREASED THE BHP BY 450PSI. THIS CORRELATED TO AT LEAST A 80% INCREASE IN FLUID PRODUCTION FROM THE PRECEDING GAS LIFT SYSTEM.

HEAL SYSTEMS™

👍 17

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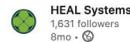
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Have you heard? HEAL has updated its app to now included the ability to size your own SRS talpipe internal diameter! Download now through the Apple App Store at <http://ow.ly/Fs3b50xemd6> and Google Play Store at ...see more

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We are thrilled to have received the 2019 World Oil Award for Best EOR Technology, and extend our congratulations to all of the other 2019 winners! <http://ow.ly/2jJt50wP00t>

HEAL SYSTEMS™

WORLD OIL AWARD WINNER FOR BEST EOR TECHNOLOGY



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You can find the HEAL System operating in over 50 formations across North America. Learn more at: <http://ow.ly/m6Nu50vQ84G>

OPERATING IN 50+ FORMATIONS

👍 12

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CIPR COMMUNICATIONS

TACTICAL RESULTS

1, 600+
LinkedIn
Followers

1.2 Million+
Post Reach
Across LinkedIn

Over 20
Published
Articles

1,000+
Social Media
Posts

CIPR COMMUNICATIONS

RECOMMENDATIONS

Looking forward CIPR would recommend the following marketing tactics in order to continue a successful lead generation and reputation management strategy:

**Marketing
Automation and
Drip-Campaigns**

**Search Engine
Optimization**

**Consistent social
media posts to
ensure engagement
remains consistent
and followers
continue to grow**