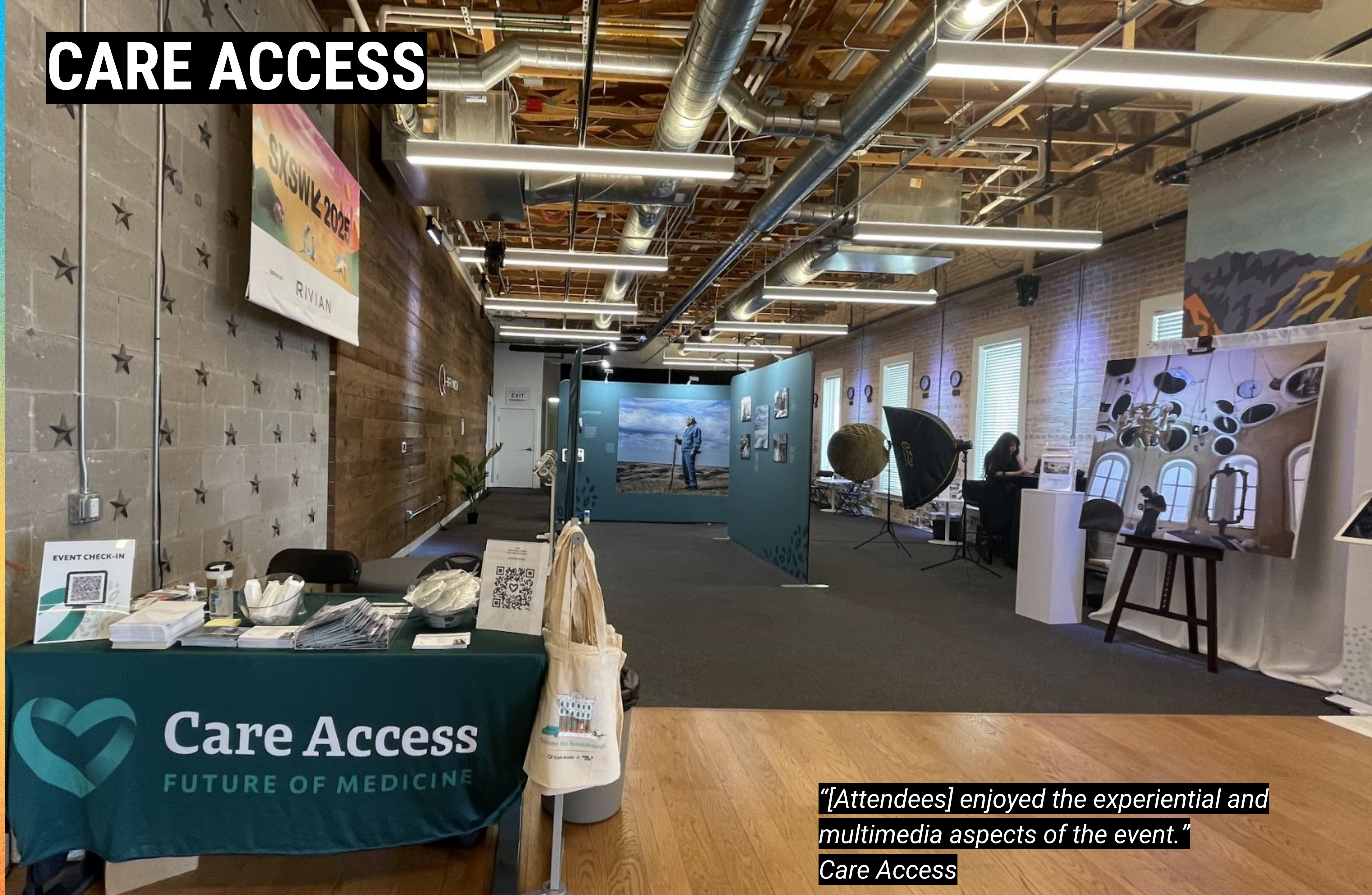


2025 CLIENT CASE STUDY

CARE ACCESS



"[Attendees] enjoyed the experiential and multimedia aspects of the event."
Care Access



AT A GLANCE

- Location: Headquartered in Boston, MA
- Industry: Health & Research Services
- SXSW Product Featured:
 - Official Event

Care Access helps people learn more about their health, access health resources they need, and participate in research to help find new medicines and cures.

THE TARGET

Care Access was eager to engage SXSW attendees with educational materials and an opportunity for dialogue about the community health benefits of clinical research.

THE APPROACH

Combining art and healthcare helped attendees learn more about the work Care Access is doing to improve access and representation in clinical research. Participants enjoyed panel discussions, an art exhibit featuring the artist, film screenings, complimentary headshots, and an open coffee lounge that offered quality networking opportunities. As part of the exhibit, Care Access hosted a free blood test event that screened for Alzheimer's biomarkers and heart health. The screening offered attendees a firsthand look at how clinical research can be brought into their communities while highlighting its value and accessibility.

THE IMPACT

The Art Exhibit attracted over 350 attendees showcasing Care Access' mission to strengthen partnerships with changemakers who want to build a healthier future for local communities.

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***“Overall a good experience.
[The Care Access team] made
quality connections.”***

