



# Project Overview: Transparent Health Marketplace



Myeisha Thompson

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# Description

**My role:** Content strategist and copywriter

In late 2022, the Transparent Health Marketplace marketing team was tasked with creating “transition messaging” and an updated website to:

–communicate to both investors and current clients that they were changing and expanding their business mission and overall model.

–cast a clear and exciting vision for the company’s future and new brand, Opyn.

<https://transparenthealthmarketplace.com/>



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## The future of healthcare is now Opyn

Beyond automation: technology infrastructure that makes it possible to shop, book, and pay for healthcare services

**Transparent Health Marketplace (THM) is the technology Platform as a Service (PaaS) powering a new healthcare system that works for everyone.**

**THM goes beyond automation.**

We combine the power of transparency and market-driven pricing with AI and intelligent system design to create a new healthcare ecosystem that flourishes!

Today, our solution is a reality in Workers' Compensation for [payors](#), [providers](#), and injured workers. We're leveraging that success as we expand and transform how we all experience healthcare—for the better.

Myeisha Thompson  
Content Strategist | Copy and Content Writer | Marketing Manager

# Approach & Outcome

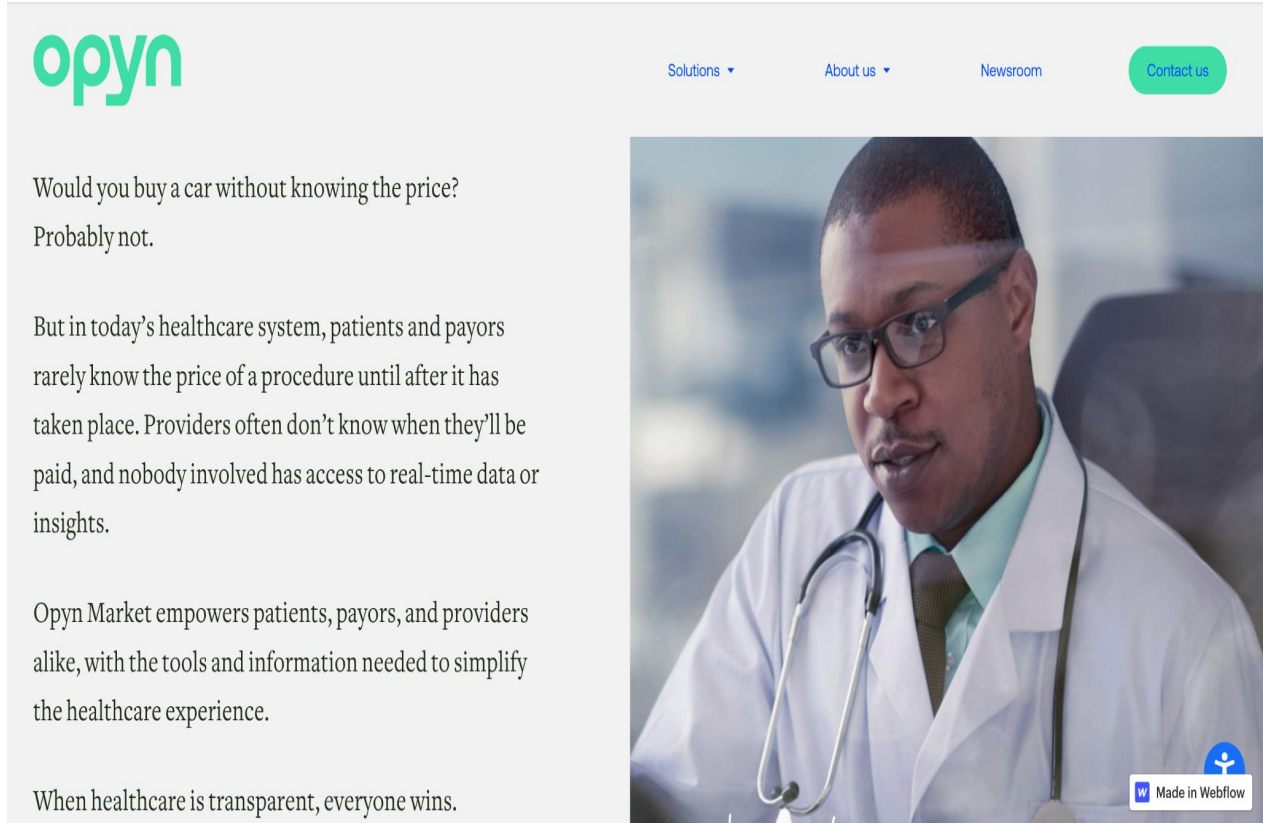
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Collaborating with the executive leadership, sales, and product teams, I was able to:

–develop core messaging that clearly addressed current market problems in the healthcare system, and how the company addresses them.

–simplify the company's broad mission and capabilities, while remaining conversational and relatable for both B2B and B2C audiences.

<https://www.myopyn.com/>



The screenshot shows the OpyN website header with the logo in green. Navigation links include 'Solutions', 'About us', and 'Newsroom', with a green 'Contact us' button. The main content area features a large image of a doctor in a white coat and stethoscope. Text on the page includes: 'Would you buy a car without knowing the price? Probably not.', 'But in today's healthcare system, patients and payors rarely know the price of a procedure until after it has taken place. Providers often don't know when they'll be paid, and nobody involved has access to real-time data or insights.', 'OpyN Market empowers patients, payors, and providers alike, with the tools and information needed to simplify the healthcare experience.', and 'When healthcare is transparent, everyone wins.' A 'Made in Webflow' badge is visible in the bottom right corner of the image.

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