

## CLIENT CASE STUDY SNAPSHOT



### Healthcare Lead Generation Teleservices Campaign

#### Client Profile

A major IT solutions provider engaged DMP to develop a campaign to significantly increase its healthcare sales lead pipeline. The client was looking for qualified sales opportunities for its software solutions that enabled a single patient view.

**The Challenge:** The client was sending trade show and event leads directly to the sales team. These less than qualified leads yielded poor sales results and caused the client's sales force to lose confidence in the leads generated by marketing. As a result, the client's marketing campaigns did not produce strong ROI.

**DMP's Solution:** To accomplish the client's goal of improving lead quality in their sales pipeline, DMP's solution included list research, target database building and a customized lead nurturing program to deliver the client's message to the intended audience. We then passed only highly qualified sales-ready leads to the sales team.

**Result:** DMP's solution dramatically improved the quality of the leads. The client's sales team reported that DMP's leads were "ten times better" than leads from other programs. DMP exceeded lead generation targets and earned our client a strong ROI for 12 consecutive months.

## Are Your Marketing Campaigns as Robust as They Could Be?

As a result of the Healthcare Reform Act, the healthcare industry continues to face significant changes in its foundation. With heightened consumer selectivity and expectations, the industry is being increasingly tasked with reducing costs and waste while ensuring the quality and safety of care.

Suppliers to the industry are experiencing many marketing and sales obstacles. The industry's challenges, coupled with tight marketing budgets and increased competition, make it difficult for suppliers to get in front of the *appropriate decision makers* at the *right time*.

### The Healthcare IT Market Worth \$50.4 Billion By 2018

Healthcare organizations are now and have been deciding which IT, communications, software and records automation systems they will purchase. According to the ASDR report "Healthcare IT Market By Application," published in May 2013, Healthcare IT is expected to be worth \$50.4 billion by 2018.

With this tremendous opportunity for healthcare industry suppliers, it is now more critical than ever to get in front of your prospects and fully demonstrate the value of your company's products and services.

DMP recognizes the growing emphasis on honesty and transparency in the healthcare industry. Our strategies to develop and deliver successful marketing campaigns include:

- Personalized, multi-touch, multi-channel lead generation campaigning, which the medical industry is embracing.
- Identifying and engaging the decision makers, communicating your message, and finding opportunities for your solution.
- Comparative, head-to-head data studies as a necessary defense in this competitive market.
- Highlighting how relevant and cost-effective your product is to your client.
- Differentiating your company from the rest in this crowded market by cultivating a straightforward and compelling campaign.

Let DMP's experienced marketing team help your firm  
[expand its share of the Healthcare IT Market](#)

## Direct Marketing Partners

DMP is an outsourced B2B marketing service provider. Through the use of proprietary tools, personalized multi-touch strategies, and unmatched analytics, we specialize in optimizing lead pipelines, accelerating our clients' marketing-through-sales cycles, and achieving measurable, robust ROI. Our core competencies include sales lead generation and qualification, direct and channel partner lead pipeline management, marketing automation management, audience acquisition, and database marketing and management.

### DMA Echo Award Winner



The International ECHO Awards are produced by the Direct Marketing Association and are considered the Oscars of direct marketing. A highly coveted industry honor, the ECHO is the only comprehensive international direct marketing award recognizing excellence in strategy, creativity and results.



## Get Your Sales Pipeline Prescription

Find out why companies like Axway®, Care Innovations®, ESET®, Applied Biosystems/Thermo Fisher, Inovalon®, and Nu Horizons® have turned to DMP as their marketing ally in the fast-moving healthcare arena. Our meticulous and focused approach can deliver your value proposition by:

- Designing and configuring your MA tool to better meet your sales objectives.
- Developing and building a database that is specific to your needs to use for telemarketing, email, webinars and other marketing initiatives.
- Identifying the correct contacts within the organization and determining their needs and business challenges.
- Using our proven lead nurturing process to take the prospect through the pre-sales cycle.
- Generating quality sales leads and appointments for your sales force and channel partners.

**How can Direct Marketing Partners help put you at the forefront of the healthcare market?**

**Call 800-909-2626 x4 or email [info@dirmkt.com](mailto:info@dirmkt.com) to find out today!**



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