

## CLIENT STORY:

### How We Help Healthcare & Biomedical Companies Connect with the Right Opportunities



The MarketLauncher team has 20+ years of experience booking appointments with high-level decision makers at hospitals and health systems. From medical technology solutions to healthcare IT, operational services, and pharma -- we know just the right amount of research and touchpoints to warm up an audience of potential buyers.

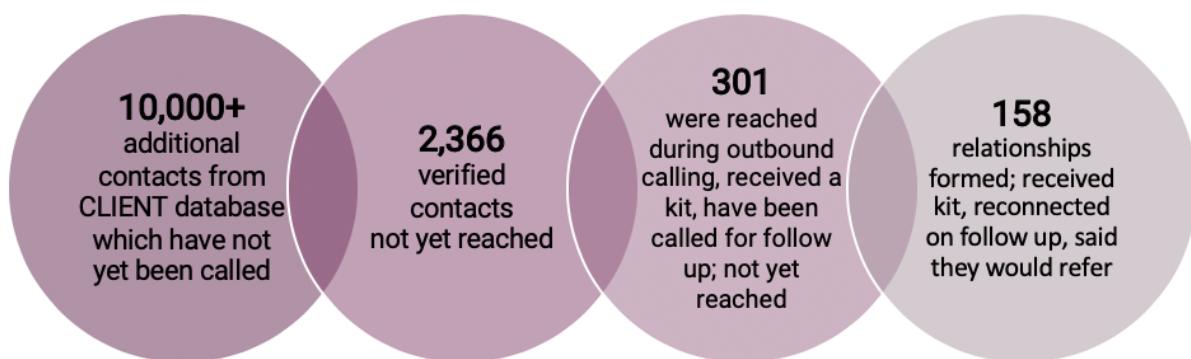
The following document contains a few client stories including examples of the types of decision makers we have engaged for our clients.

## MEDICAL DEVICES

### The #1 medical alert service in the United States

MarketLauncher conducted an outreach campaign to healthcare professionals in the client's referral network who had gone dormant. We wanted to re-energize the program and introduce new stakeholders to the client's product.

*After the first four months of activity, we provided real-time market intelligence and visibility into data on the campaign's progress and made recommendations for future activity to help achieve their goal of increasing referrals from healthcare professionals with a large patient population.*



[Read the Full Client Story](#)

### Speed-to-Market for a global digital therapeutics company

The client created the highest-rated diabetes solution in the market that was successfully directed towards self-paying consumers. They were ready to jump into a new marketplace and target Chronic Care Management Companies and self-insured employers.

MarketLauncher performed over 20 hours of research and 56 hours of Strategic Outbound to build 478 verified leads from 435 organizations.

*76% of the companies touched became Marketing Qualified Leads, 31% reacted to messaging, and out of that group 24% were successfully reached. After 4 months, 53% of the engaged contacts booked an appointment.*

## The 1st comprehensive remote management solution for hypertension

Without a sales force in place, the creators of this digital health platform needed to build up critical mass in key markets to establish proof of market appetite. The ML team tested our approach in Phoenix and developed a predictable model to establish launch plans for future markets.

**Starting with Phoenix, the team performed 38+ hours of research to identify the target market and find best fit titles, plus 32+ hours of calling to build a list of 301 Verified Decision Makers. The campaign saw much success with 87% of leads verified and 50% conversion from engaged to booked appointment. We then replicated the process across Florida and LA County.**

### Booked Appointments after less than a year



## HEALTHCARE TECHNOLOGY

### Industry-Leading Patient Access Solution

This client leads the industry in verifying patient information, financially approving and clearing patients, predicting payment accurately, and automating the Medicaid/charity approval process. **They needed to target CFOs of the 750 largest for-profit hospitals and hospital systems** and identify the person responsible for the entire revenue cycle and most concerned with the impact of the diminishing financial situation.

**Examples of appointments arranged:**  
Upstate Carolina Medical Center / CFO  
Tuomey Healthcare System / CIO

## par8o, the nation's leader in referral management

par8o built the only cloud-based SaaS solution that fully integrates into leading electronic medical records and captures prescriptions from referrals.

When launching their 340B Referral Capture solution, they lacked the staffing support to properly nurture their leads, and **they needed to build up their pipeline of net new opportunities.**

*During the pilot campaign, the target audience showed interest and MarketLauncher's Strategic Outbound efforts allowed par8o to expand their coverage across the total addressable market.*

Additionally, they needed to recover a list of 70 qualified prospects who had stalled in the sales process – a strategy they called The Anti-Submarine Effort.

**We reached 51 of the contacts and converted 23 to a follow-up meeting. Thanks to these nurturing efforts, 6 were converted to a closed deal.**



Increased prospect list from **272 to over 1000 verified decision makers**



**171 contacts were reached** on follow up to convert to Sales Qualified Leads



**542 decision makers reacted** to email marketing content



**Over 65 booked appointments,** and 30% were moved into the sales pipeline

**With continued outreach and refined understanding of the ideal target market, our client met their goal and closed 25 deals by Q4 and closed 4 more the following January.**

As the program continues, we've established a **predictable model** to keep new opportunities flowing into the sales pipeline.

[Read the Full Client Story](#)

## Helping a Genetic Testing Software Company Accelerate Their Go-To-Market Strategy

The client, a healthcare IT company with a software platform designed to streamline institutional genetic test ordering, turned to MarketLauncher in 2015 to help kick start their initial market launch. The ML team built up a list of target accounts and identified the right decision makers in each organization. Through strategic outbound, the Market Research and Sales Development Specialists secured appointments for the client's business development directors who were focused on gaining access into key target accounts.

**The overall conversion on viable contacts for children's hospitals was 16%, which is 8 times the MarketLauncher average. For Academic Medical Centers the conversion is 13% or about 7 times the MarketLauncher average across all of our active demand gen campaigns.**

### Examples of appointments arranged:

Sacred Heart Children's Hospital / PHC Lab Director  
Boston Medical Center / Vice Chair for Operations and Management  
Tucson Medical Center for Children / Director of Laboratory Services  
Yale-New Haven Children's Hospital / Director of Laboratory Services

[Read the Full Client Story](#)

## The First EHR-embedded Chatbot for Patient Communication

This groundbreaking SaaS solution was relying on early customers and was looking to build up their pipeline with a Strategic Outbound approach. They had a small sales team and needed resources for very targeted, mid-market outreach. Their goal was to establish a repeatable process so they could accelerate growth.

In just the first two months, we surpassed our goal, converting 71% of engaged leads into booked appointments. Then, when the client developed a new offering in response to COVID-19, we quickly built a lead funnel 78% larger than originally forecasted and verified 93% of the accounts. Of the engaged, 37% were booked for an exploratory call (19% of all responders).

### Examples of appointments arranged:

Children's Healthcare of Atlanta / Chief Information Officer  
Aurora Health Care / Direct of Patient Service  
CHI St. Luke's Health / Director of Patient Access Services

## Global Provider of Healthcare Information Technology

The ML team provided lead generation for the client's Laboratory Information Solution (LIS) and Imaging Solution software:

- For LIS, we targeted Lab Directors and Managers, CEOs/Presidents
- For the Imaging Solution software, we targeted CEOs, COOs, Practice Managers, Clinical Services Managers, as well as VP and Directors of IT and Information Systems Managers

### Examples of appointments arranged:

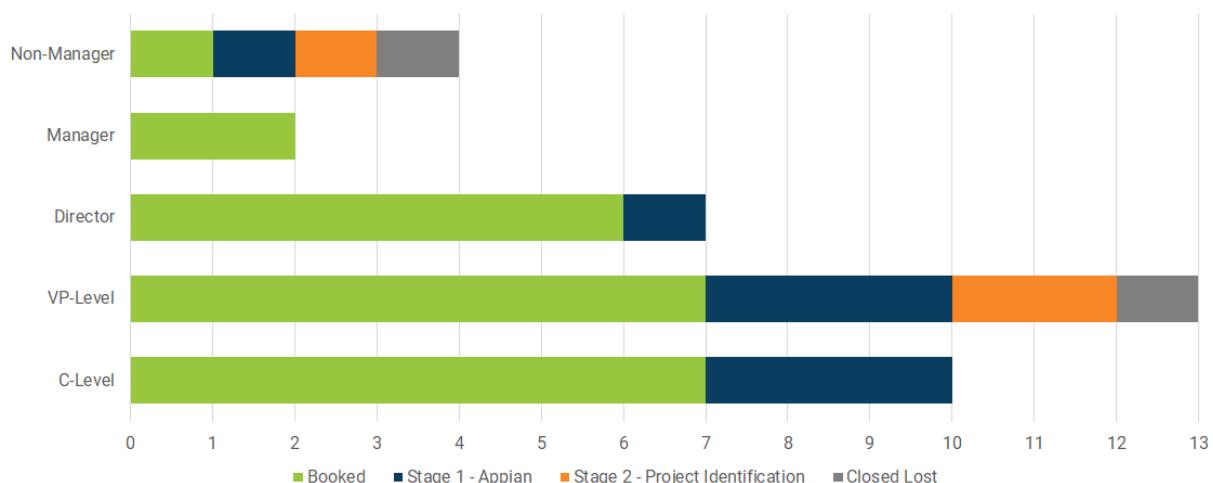
St. Francis Hospital, Columbus, Georgia / Director, Lab Services  
Tissue Antigen Lab - University of Texas Medical Branch / CTO  
Primary Children's Medical Center / Laboratory Administrative Director

## Breaking into the Health Insurance Industry

A client that delivers highly responsive process automation solutions for leading insurers turned to MarketLauncher to grow in the mid-market. They needed to develop a consultative approach and leverage data and intel to build a more predictable sales funnel.

In the pilot program, the ML team built an audience of over 1,200 decision makers across Security and HR titles. Over time this list grew to 2,000+. As part of our nurture strategy, we applied targeted messaging and gathered intel during each interaction. Within 9 months, we had booked 36 meetings for the sales team.

### Booked Appointments by Decision Maker Level



## HEALTHCARE SERVICES & RCM

### Revenue Cycle Experts Define the Right Audience

This healthcare revenue cycle management (RCM) and coding company was casting a very wide net in their sales efforts and needed help defining the right audience and building out the scope of their market across geographies. With an intense and long sales cycle, it was important to have a lot of activity at the top of the funnel to keep the pipeline flowing.

*Research and access to the right data sources, combined with outbound calling and emailing, resulted in a clean list and a warm audience of potential buyers. After a slow start with the initial group of 741 leads, we took a more targeted approach and built the list out further to 1,866 and surpassed pilot results by 320%.*

#### Examples of appointments arranged:

Aultman Specialty Hospital / CEO

Stewart Memorial Community Hospital / CEO

Northeast Alabama Regional Medical Center / AVP of Finance

Greene County Medical Center / Director of Revenue Cycle

### Investing in More Targeted Growth

Another end-to-end RCM partner who additionally provides total practice management was getting most of their leads by referral. Without a dedicated sales team, the CEO and key executives were handling lead development. Before building a team, they wanted to develop a proven process for building up their pipeline. We targeted physician groups with up to 100 providers and smaller health systems.

*We targeted a list of over 1,600 physician groups and smaller health systems, reaching 55 of them in the first round of outreach.*



## GET IN FRONT OF MORE QUALIFIED OPPORTUNITIES



MarketLauncher's subject-matter experts have 20+ years of experience in the healthcare space and 50% of our client base consists of companies in medical technology, Healthcare IT, pharma, and biomed. We use a data-backed, Strategic Outbound approach to build a foundation of qualified opportunities, nurture them with personalized outreach, and track engagement across industries and audiences.

### Get in Touch

[marketlauncher.com](http://marketlauncher.com)

