

CLIENT STORY:

How Valuable Market Intel Helped a Medical Device Company Drive Referrals



The client: The #1 medical alert service in the United States that serves over 7 million subscribers and leads the industry in innovation.

The Solution: 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.

This Report: 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.

EXECUTIVE SUMMARY

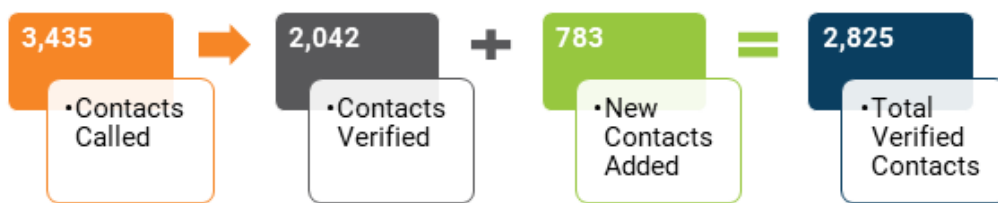
Program Objectives

MarketLauncher executed a 4-month outreach campaign to achieve **4 key objectives**:

1

Clean the List

Clean a portion of the existing database of healthcare providers who had been identified in a position to refer patients to the client's product.



2

Reach by Phone

- 499 - After multiple touch points, the ML team **reached 18%** of the verified contacts
- 459 - Follow-up calls placed after sending referral kit
- 208 - Reconnected on follow up; **45% reconnect rate**

3

Drive Referral Activity

459 Referral kits Sent

- 208 Reconnected (**45%**)
- 165 Received kit (**79%**)
- 150 Plan to Refer (**91%**)

4

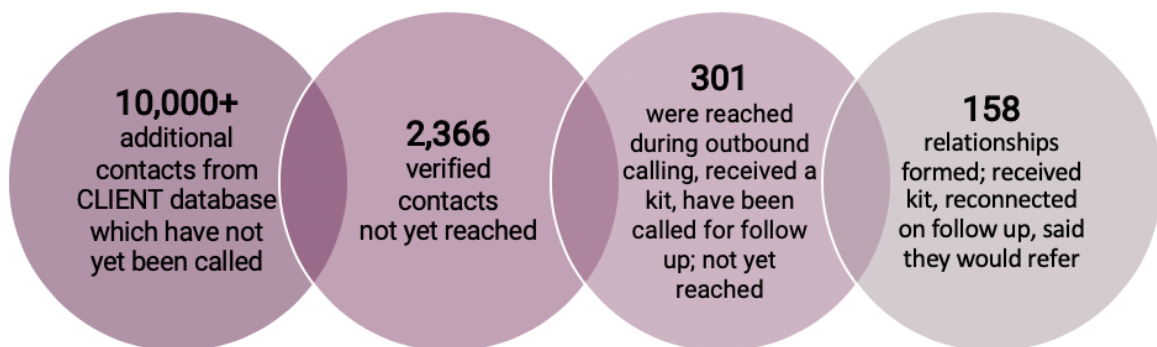
Collect Intel

Collect intel to better understand the market potential, preferences, obstacles and opportunities.

RETURN ON INVESTMENT

Will this type of outreach activity help drive more referrals? Can it replace or augment "feet on the street?"

YES: ML's strategic outbound approach aimed at the early stages of the buying cycle produced better targeting opportunities and increased referrals. The ML team was able to reconnect multiple times with providers, building rapport and awareness that led to more referral activity.



What we've learned:

The 4-month investment proved the following:

- The database needed to be cleaned and an ongoing process put in place to handle data churn and identify new potential referrers.
- These providers CAN be reached by phone and will engage in dialogue.
- There are things the client can do to help encourage more referrals.

MARKET INTEL ANALYSIS

Direct vs. Indirect Referrals



58% Make Indirect Referrals

Reasons Why

- Patients do it individually
- Never asked
- Just don't do it/ Not required
- Not allowed
- Done by another department
- Patient cannot afford it

Verbatim Comments:

"I meet face-to-face and suggest that they look into a medical alert program. I do not have info for specific companies."

Columbus Medical, Referral Coordinator

"I think it would be helpful to know what your referral process is like and if it might make it more efficient if we could start a referral, we would be open to doing that. Right now we do not because I thought it should come from the payer source that would need to make the referral."

Barclay Friends, Social Services

MARKET INTEL ANALYSIS

Referral Kits

They received positive responses in favor of the referral kits:

- 1 **Patient Referrals**
81% of responders use some form of literature to make medical alert recommendations.
- 2 **Valuable Information Shared**
When discussing past outreach from CLIENT, all stated that referrals kits and pamphlets are the most valuable item
- 3 **Method for Communication**
66% stated mailing as the best method for receiving information

As ML cleaned the list and confirmed mailing addresses, the result was more kits to the correct referrers

Other Providers Mentioned

Of those we spoke with, **74% do recommend the CLIENT** (both directly and indirectly).

Other competitor mentions are listed to the right.

Verbatim Comments:

"We only have literature for [your brand], but I am bound by regulations to offer other brands as options."

**Central Healthcare,
Director of Social Services.**

- Multiple Mentions
- Single Mention

- ADT
- Be Safer at Home
- Bronson
- Connect America
- Critical Signal Tech
- Electronic Care Giver
- Great Call
- Guardian Med
- Health United
- Healthcom
- Hometown Medical Alarm
- Life Alert
- Misc. Local Brands
- Medscope
- Mobile Health
- Richland Electric Cooperative
- Verizon
- Walgreens
- Zandex

KEY INSIGHTS

Estimating Market Potential

Patients are discharged every day that are in need of a medical alert device.

6,630

When estimating average annual discharges, market potential equates to approximately **6,630** patients discharged with a potential need for medical alert*

2,536

Using those same annual estimates, there are **2,536** discharges for those who make direct referrals

1,445

57% of the referrers say that they refer CLIENT, which equates to an estimate of **1,445** referrals

940

Of those, **65%** state that they exclusively refer CLIENT, which would equate to an estimate of **940** referrals

**Based on interviews conducted with 5% of the total market identified during this exercise*

Key Insights

- **74%** of those interviewed say they recommend CLIENT
- Life Alert is the biggest competitor mentioned
- **60%** of the those interviewed have heard from CLIENT in the past 12 months; 40% say they have not
- Nearly all respondents said information is valuable – i.e. brochures, pamphlets, coupons special offers and promotions, education; and they prefer to receive it by mail or email

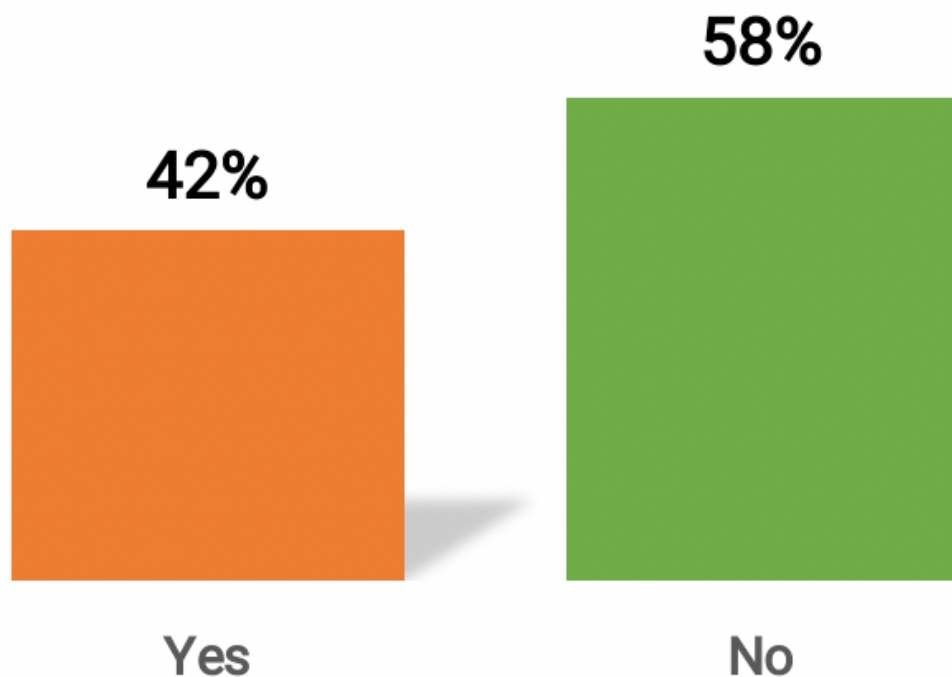
KEY INSIGHTS

Defining Two Distinct Markets

Through dialogue with the providers, we knew there are those who refer **directly** (processing the order on behalf of the patient) and those who refer **indirectly** (recommending and providing literature):

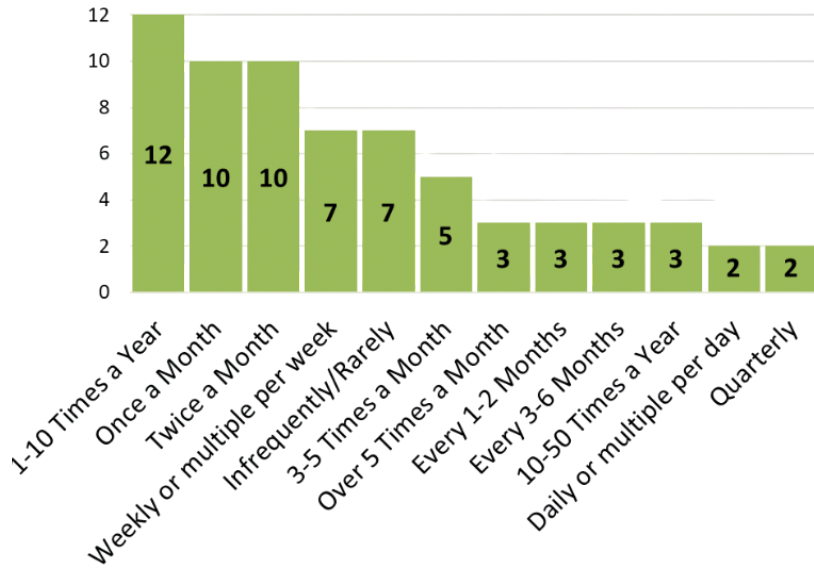
- **Direct referrers** will require more frequent touches and methods that make it as easy as possible to process a referral.
- **Indirect referrers** are making recommendations but leaving it to the patient (and family/caregivers) to take action. It is not likely many of these indirect referrers will convert to direct as their reasons are often policy driven; therefore, that audience needs a greater emphasis on B2C strategies (literature, coupons, offers) that make it easy for the provider to get information directly into the patient's hands.

Do You Make Direct Referrals?

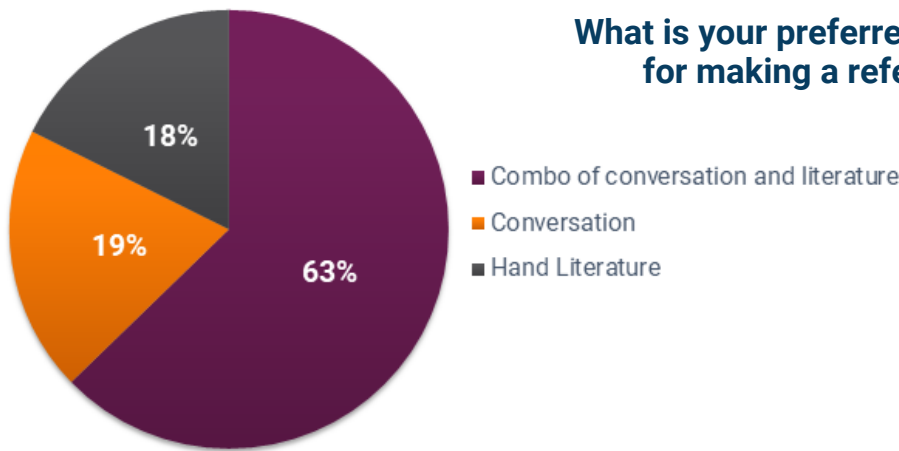


MARKET INTEL CAPTURED

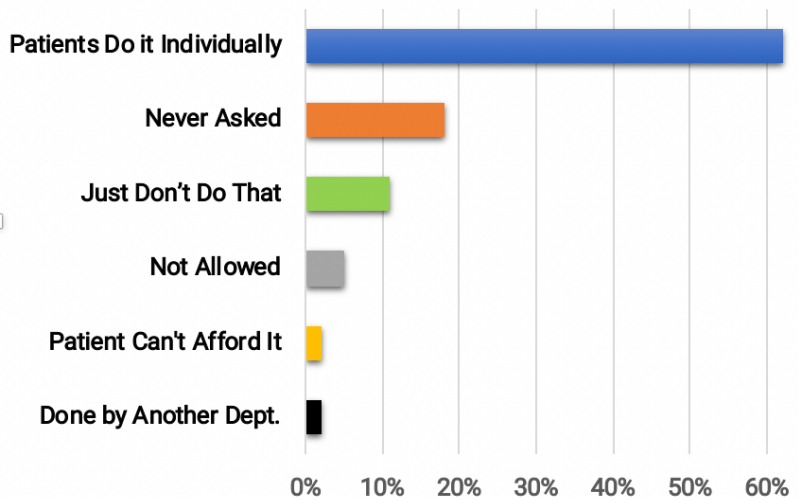
How often do you make a direct referral?



What is your preferred method for making a referral?

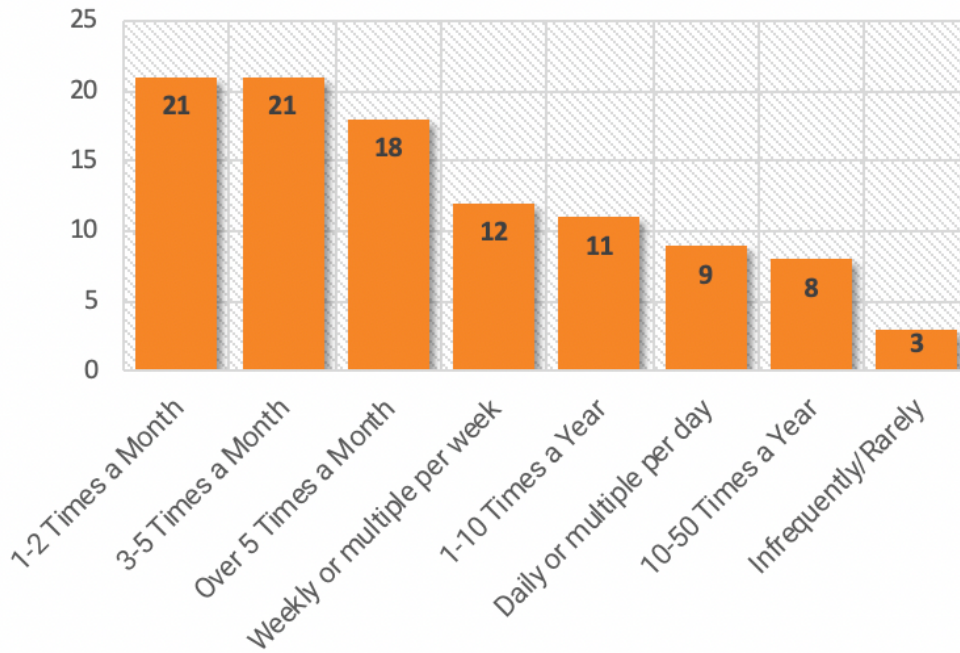


What prevents you from making a direct or live referral?

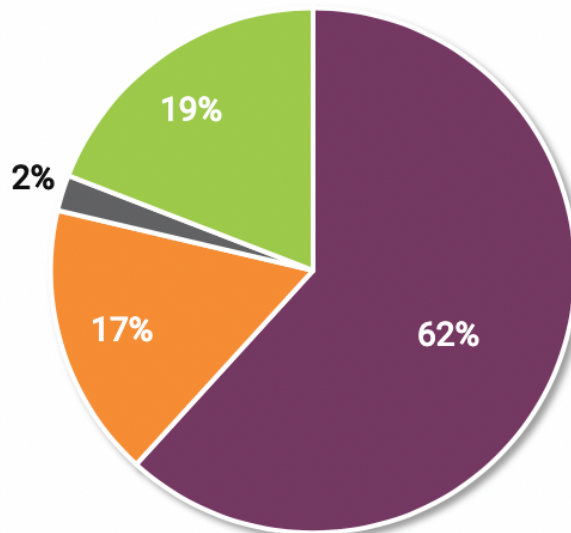


MARKET INTEL CAPTURED

Roughly how many patients discharged from your facility are in need of a medical alert system?



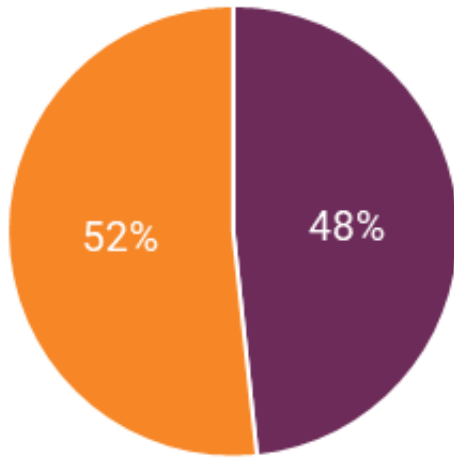
Why do you recommend that a patient subscribes to a medical alert service?



- Personal decision/Concern for Patient safety
- Patient/family member requests
- Required by organization
- All of the above

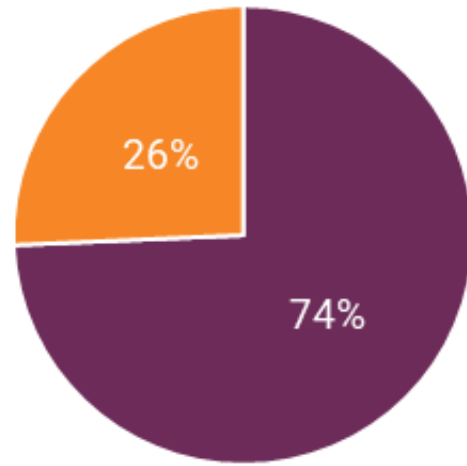
MARKET INTEL CAPTURED

Are there others in your organization who recommend medical alert?



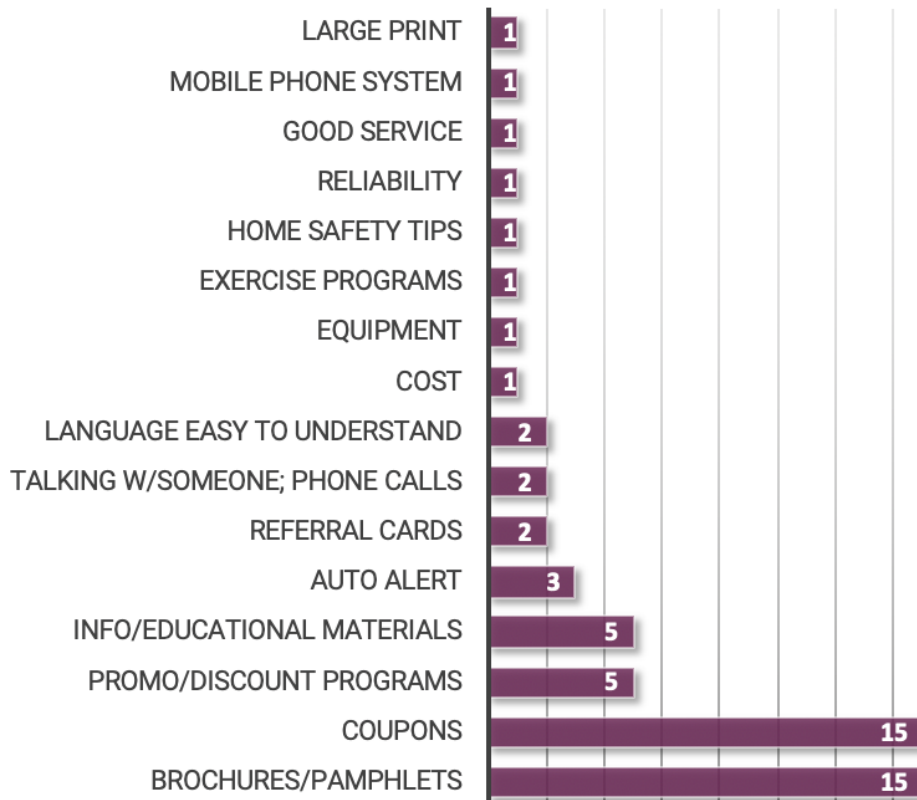
■ Yes ■ No

Do you specifically recommend the (CLIENT) brand?



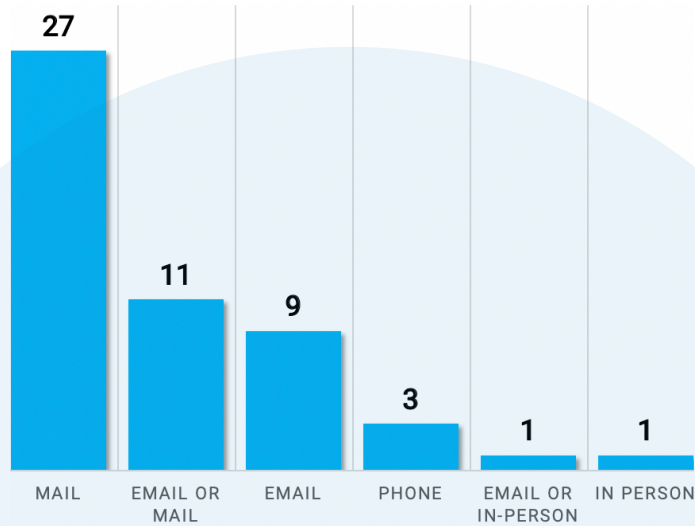
■ Yes ■ No

Information shared by the (Client) rep you found most valuable



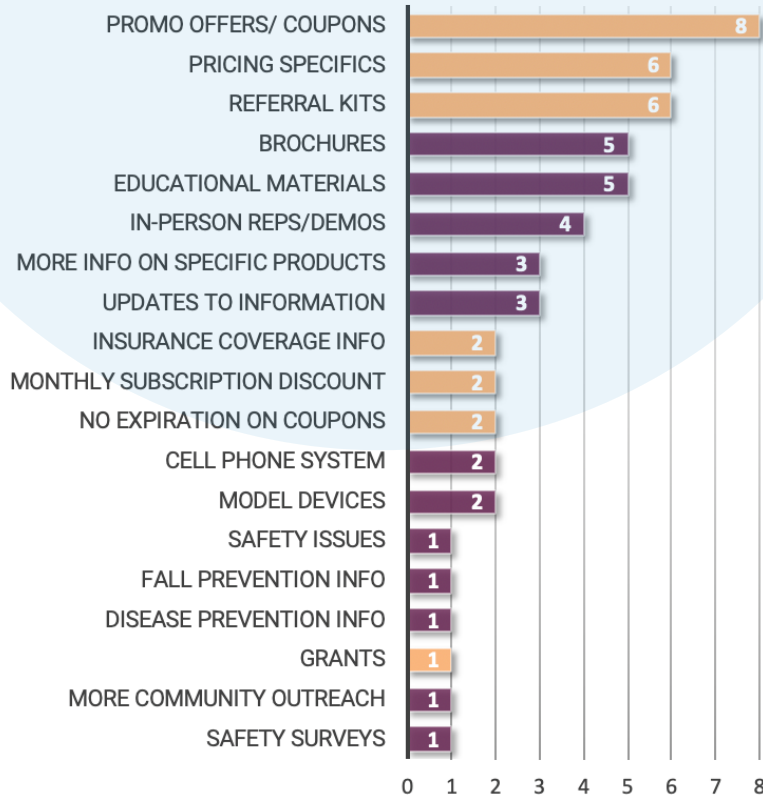
MARKET INTEL CAPTURED

What is the best way (CLIENT) can provide you with information to support you in conversations with patients regarding medical alert service?



What information would you like to see in the Future?

SPECIFIC MENTIONS





MARKET INTEL THAT DRIVES REFERRALS & RESULTS

We can wake up the prospects that you thought were dormant.

Get in Touch

marketlauncher.com

