

CASE STUDY

Senior Health Care Facilities Appointment Setting Program for a Leading Health Plan Provider

Program Objectives

The client, a leading provider of health plans, and a Volkart May & Associates, Inc. (VMA) customer for over six years, needed a solid lead generation partner to support expansion into a new market. The campaign targeted Executive Directors, Administrators and Directors of Nursing at Senior Health Care Facilities in a targeted U.S. region. The client's objective was to build their regional Business Development Manager's pipeline with qualified leads and to eliminate the need for their sales talent to spend valuable selling time trying to reach and qualify prospects.

The Solution

VMA has extensive experience with business development programs in the healthcare industry, and quickly put together a team of Business Development Specialists with a proven track record for generating leads in this vertical. Within just a couple weeks from initial program discovery discussions, VMA launched a custom, outbound calling campaign to qualify prospects and set phone appointments for the client's regional Business Development Manager.

Results

Upon program completion, VMA provided a cumulative results report to the client's corporate marketing department and the regional Business Development Manager responsible for growth in the new market. The report included results from each call and comments for the Business Development Manager to make a more educated first call. Below are the results of the campaign:

- VMA reached 73.2% of prospects live
- VMA generated a positive outcome response from 33.3% of prospects reached (a phone appointment or future interest lead)
- VMA updated/verified contact information for the client's prospect database to support effective follow-on marketing initiatives

The client was extremely pleased with VMA's ability to quickly and efficiently generate qualified leads to support national market expansion. Since completion of this campaign, the client has continued to successfully partner with VMA on a variety of customer acquisition and retention initiatives including database updating/profiling, tradeshow follow-up and appointment setting.