

CASE STUDY

Database Profiling Program for a Global Leader in Medical Technology

Program Objectives

The client, a global leader in medical technology, was looking to obtain current, accurate data on 1,279 targeted hospitals and clinics. The client desired to capture/verify the following contact and profiling information in an effort to increase the effectiveness of their sales and marketing initiatives:

- Facility location, name, address, phone number
- Primary and secondary contact name and title (i.e. Doctors and RN's who use/order the product)
- Data for third party organizations where applicable
- Products in place (client's or competitor's)
- Number of procedures performed per month

The Solution

Volkart May & Associates, Inc. (VMA) made outbound calls to verify/update facility contact information and collect desired profiling information. As part of the calling campaign, VMA's Business Development Specialists also collected valuable "intelligence" comments whenever possible as a value-add for the client. VMA made up to six call attempts over a period of 30 days to reach the 1,101 usable records. VMA provided weekly reports to the client on the outcomes of each call over the course of the 30-day program.

Results

VMA found that of the original hospital and clinic database of 1,279 records:

- 15 were duplicate records
- 182 had no phone number
- Only 128 had contact names
- None had fax numbers
- 178 unusable records (1,101 usable records or 86.1% of the original list)

VMA successfully reached 91% of usable records (1,000 of 1,101). Of the records reached, VMA

- Updated 89% or 887 records with at least one update (not including fax numbers)
- Completed profiles for 96% or 955 facilities
- Captured 3,019 contacts (128 received with original data)
- Captured phone numbers for 167 of the 182 facilities without one provided
- Identified 245 disconnected/wrong phone and/or fax numbers and updated 201 of them with correct numbers

As a result of the program, the client received a significantly higher quality database with accurate and relevant marketing information. This database enabled the client to:

- Lower mailing costs
- Increase response rates through effective targeting
- Portray a positive brand impression as a result of having up-to-date information
- Increase sales and marketing ROI