

MEDICAL SUPPLIER ZOOMS LEAD QUALIFICATIONS BY 300% WITH HOSPITAL AND HEALTHCARE ESTABLISHMENT FINANCIAL DATA

**6X**

increase in reaching healthcare decision makers

300%

jump in qualified leads

450%

ROI growth

 **Industry:** Healthcare Sector **Location:** California, United States **Challenge:** Reaching Hospital and Healthcare Decision Makers Countrywide **Solution:** Lake B2B's Targeted Database

MEET THE CLIENT

Operational since 1986, the client is a leading wholesale medical supplier providing hospitals and healthcare establishments with lab equipment, ambulatory and post-acute care medical supplies.

Their product portfolio encompasses 100,000+ high-quality national brands and private-label medical products. Based out of California, the company has a solid nationwide distribution network and an annual turnover of 52 Million.



THE KEY CHALLENGE FUELING THE SALES FUNNEL WITH NEW TARGETED PROSPECTS

THE CLIENT WAS GRAPPLING WITH MASSIVE MEDICAL SUPPLY PRODUCT DIVERSITY. THIS MADE IT INCREDIBLY DIFFICULT TO CREATE DIFFERENT SALES FUNNELS LEADING CUSTOMERS TO THEM FOR THEIR INDIVIDUAL NEEDS. HENCE, THE CLIENT WAS ON THE LOOKOUT FOR A COMPETENT HOSPITAL AND HEALTHCARE DATA PROVIDER WHO WOULD GIVE THEM TRACTION ON THEIR TOTAL ADDRESSABLE MARKET (TAM) COVERAGE AND HELP THEM QUANTIFY THE MARKET OPPORTUNITIES - WITH SHARP PRODUCT NEEDS SEGMENTATION.

Given the existent stagnant lead data, the client organization's sales managers were grappling with limited web search tools and typically spent a lot of time researching their hospital and healthcare lead contact's background information. The boom of hospital value analysis committees (VACs) further weakened campaign efforts, as the client struggled to identify game-changing healthcare decision-makers and influencers within hospital settings.

The client was eager to evaluate healthcare data providers based on long-term solutioning and thorough market intelligence delivery, including supply chain spending of community hospitals, federal government hospitals, ambulatory surgery and imaging centers, along with physicians and physician affiliations, surgeons, nurses, facility executives, investors and influencers. This would help them to tap into niche segments with high margins and growth potential.



THE SOLUTION

When the client first met LakeB2B data executives, they made it clear that they wanted to focus solely on the healthcare segment.

LakeB2B offered the client critical, accurate and thoroughly verified TAM (Total Addressable Market) data of 4.6 M+ healthcare B2B profiles, spanning 900+ specialties and titles, and 110+ intelligence fields.

The insights also included social profiles, geographic location, type of medical practice, medicare claims volume, hospital & facility expenditures and more. Equipped with the above data intelligence, the client was able to successfully identify their corporate targets and influence them with innovative customized communications.

"For the first time, we not only hyper-targeted physician decision-makers who endorsed physician preference items (PPIs) through disruptive virtual events and webinars, but also ran targeted multi-channel engagement campaigns for other key decision-makers like hospital technology assessment teams, critical nurse specialists, CABG surgeons, investors and more," said Mark, a seasoned Sales Manager at the client organization.

LakeB2B data experts also identified ambulatory surgery centers with pinpointed areas of interest like wound treatments, GI-related services, endoscopy procedures, women's services, blood tests, minor surgical procedures and embarked on focused marketing messages for them.

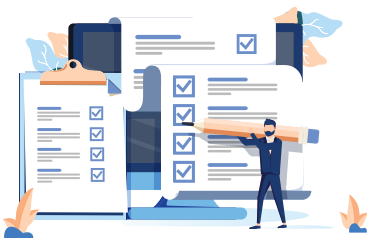
Most importantly, using LakeB2B's competitive intelligence data, the client was able to visualize IDN and GPO affiliations and provider networks, gauge their purchasing power and present comparative pricing assessments & evidence-based tech evaluations to the right decision-maker committees. messaging, the campaign yielded massive conversions within the said deadlines.

THE RESULT

300% jump in Hospital and Healthcare Qualified Leads

With end-to-end strategic healthcare databanks at their fingertips, the medical supplies client was able to boost their reach to key decision-makers by 6X! 100% accurate, verified and high deliverability rates further successfully elevated lead qualifications by 300%.

As a consequence, a total of 450% ROI growth was witnessed. The client was finally able to quantify market opportunities with precision and flood their sales pipelines with high-converting leads across the healthcare industry.



"We were able to get a clear perspective on our total addressable market (TAM) and the decision-makers and value analysis committees to target within the TAM. Thanks to Lake B2B, we have now established revenue-building sales pipeline that's perpetual and refuses to stall."

- Country Sales Head

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Speak to our data experts to get pointed insights on:

- Customers researching solutions that match your expertise
- B2B spends and the next move planned by the decision makers.
- Buying team behavior and lead propensity to take action

About Lake B2B

In the last 15 years, we have seen the data market at its best, and worst. Irrespective of how tricky the situation is, our data-driven approach is equipped to get you through and transform your investments into sales and marketing opportunities. In time, over 7,000 top-rank firms (including Fortune-500 and -1000 companies) have relied on Lake B2B as their trusted data partner. So can you!

Core Capabilities: Custom B2B Datasets, Data Enrichment Services, Demand Generation, Cloud-based Data Platform, Growth Solutions and more!

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