# Better Patient Outcomes Depend on the Right Information

## Our Client

Improving patient outcomes means that you need the right information to treat a patient when they need it. When that happens, hospitals take notice. Our client is a leading global provider of medical device integration and clinical data management solutions.

Most hospitals manually enter data from medical devices into the Electronic Health Record (EHR). Our client's solution automatically imports data from different manufacturers of medical hardware to the EHR. With nearly 2,000 hospital clients in 38 countries, this discrete information helps a variety of healthcare workers receive timely and accurate patient information, even outside of the EHR, so they can deliver faster care at less cost and, ultimately have better patient outcomes.

## Challenge

Armed with a great product and message, our client's story resonated with their audience. But they lacked the resources to reach out to the many local and regional hospitals across the U.S. to build awareness and interest. Our client needed to find a way to improve market reach, create bandwidth for hospital cold calling, increase pipeline, and jump start overall revenue growth without adding headcount. By increasing the number of top-of-funnel opportunities, they would be able to offset the lengthy sales cycle which would help them meet their pipeline goals.

## Solution

Initially, our client worked with Televerde teleservices, using our Lead Development Representatives (LDRs) to reach out to local and regional hospitals. As calling progressed, Televerde was able to build contacts and relationships in the hospital industry specific to

> *"Our success with this program in the U.S. has led us to expand efforts to the EMEA region."*
>
> **-Head of Inside Sales**

**Industry:**
- Healthcare

**Highlights:**
- $197M in closed business for customer lifetime engagement
- 2016 results:
  - $84.3M in new pipeline
  - $24.7M in closed revenue

**Televerde Services:**
- Demand Generation and Teleservices
- Marketing Technology
- Strategic Engagement

the intersection of IT and healthcare practitioners. Our knowledge from previous successes in the healthcare space allowed us to speak credibly and intelligently with decision makers and purchase influencers—a critical factor when talking to people in healthcare IT, clinical users and Biomed/clinical engineering roles.

Following the success of the calling efforts, the campaign expanded to include marketing automation. Nurture campaigns built in Marketo highlighted the calling focus and further built on the awareness and pipeline. In a practice not done before by our client, they were able to adapt their content and messaging within emails and the website to highlight the challenges and benefits that the LDRs were hearing in their conversations with industry prospects.

The next step was to ensure that no deals got left behind with all the opportunities developed. The addition of a Sales Development Representative (SDR) layer that helped close deals ensured that our client gives full attention to the leads and opportunities presented.

## Result

Understanding the healthcare business and industry landscape is so crucial to the success with our client, as well as understanding what is motivating hospitals to make changes and decisions. We work closely with their team and a longer partnership has shown better results over time.

Since the first campaign with our client in 2010, Televerde has helped deliver $197M in closed business, with the first four years resulting in $55M in closed business. Last year, Televerde contributed $84.3M in new pipeline and $24.7M in closed revenue—almost half of all closed business for the company. As our client pursues new initiatives with us focused on Account-Based Marketing, the bar is set high.

To reach your healthcare audience more effectively, visit televerde.com or call us at 888-787-2829.

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Televerde

Generating Demand. Accelerating Sales.