




Healthcare SaaS Company Doubles Growth Pipeline in 2-Pronged Campaign





THE CLIENT

**INDUSTRY**
Software

**LOCATION**
United States

**HEADQUARTERS**
United States

**CAMPAIGN TYPE**
Appointment Setting

**TARGET LOCATION**
United States

ABOUT

The Client provides integrated biomedical data platforms for biopharma companies and research labs all over the United States. transcription, and revenue cycle management services. The platforms help data science teams scale up by providing curated data from public and proprietary sources.

TARGET INDUSTRIES

Biotech, Pharma, Universities

TARGET CONTACTS

HIM Director, CIO, CFO, Transcription, Coding supervisor, CDI supervisor

THE CHALLENGE

The Client, a provider of biomedical data management SaaS applications, routinely outsources initial prospecting activities to third-party agencies. With a sales cycle that can take more than three months to complete, the company believes its in-house sales team is best put to use nurturing and following up qualified opportunities instead of doing cold outreach.

The Client, however, has had mixed results with different outsourced marketing companies so far. The previous outsourced campaigns often ran into issues such as:

- Prospect lists that need further profiling and updating
- Not enough time given to product knowledge training
- High percentage of no-show appointments
- Appointments not properly vetted and qualified


This led the Client to briefly reassign much of the prospecting work to its in-house reps. But this move also produced underwhelming results. Scheduled appointments fell to 6-8 a month, and the Client saw a corresponding drop in the number of proposals sent.


It was clear that outsourced prospecting made more business sense for the Client, but the company needed to make sure that the agency it partnered with should focus on both volume and quality of sales opportunities being delivered.


HIGHLIGHTS


- Completed a 3-month, US-wide appointment setting program for a healthcare SaaS company that exceeded all key campaign objectives.
- Enabled Client to gain a 2-fold expansion in the number of qualified appointments added to pipeline
- Paved the way for Client's reps to have more meaningful conversations with prospects and to send more high-value proposals

RESULTS WITHIN 3 MONTHS

**56 Sales Appointments**

**78 Follow-Ups**

**12 Requests for Information**

**189 Social Media Connections**

The Client chose Ultaleads after a detailed process review, with Ultaleads’ multi-channel prospecting approach being a critical factor. Ultaleads’ growing body of industry research show that this strategy tends to produce higher quality prospects at scale.

In addition, Ultaleads possessed an existing technical background in complex-sale products such as healthcare SaaS solutions, which led to an easier learning curve for the agents and faster campaign deployment.

The Ultaleads team worked with the Client to settle out an appointment setting program that combined emails and LinkedIn social media, with the intention of setting up phone demos with qualified prospects who want to learn more about the Client’s SaaS offerings.



Appointment Setting

- 1. Ultaleads identified potential hospitals to target all over the United States and segmented the records into small, medium, and large institutions based on the number of hospital beds available in each facility.
- 2. The Ultaleads team then pinpointed which decision makers to contact in each hospital, which included roles such as HIM directors, CIOs, CFOs, and persons in charge of clinical documentation.
- 3. Each prospect was then contacted to qualify them as leads or schedule them for a phone demo with the Client’s reps.



Email Marketing

- 1. The campaign team created email templates for the different touches in the prospecting cadence, including initial outreach, targeted send-outs, and a series of follow-up emails.
- 2. Intro emails warm up prospects and help the team identify which ones to prioritize, while targeted send-outs allow agents to distribute the Client’s marketing materials to interested prospects.
- 3. The Client also helped set the touch points in the prospecting cadence through Lead Nurture, a built-in drag-and-drop marketing automation tool within the Ultaleads lead management platform.



Social Media

- 1. This provided another set of touch points to nurture and engage prospects.
- 2. The campaign team’s social media specialists expanded the Client’s social media connections, joined relevant groups, and reached out to prospects via InMails.
- 3. The Ultaleads team also collected additional prospect data to further enrich the contact and appointment information handed off to the Client.

RESULTS

The 3-month campaign generated a total of 56 qualified appointments to the Client’s reps. This represented more than a two-fold increase over what its internal sales team could typically produce in a comparable period. This strongly indicates that the rapport-building and lead nurturing efforts during the campaign’s early stages are turning into measurable results.

The social media activities, meanwhile, generated 189 new connections and reached a 12.5% InMail response rate.