

Empowering Healthcare Software Expansion with Targeted Data Intelligence

INDUSTRY

Software Development

CLIENT OVERVIEW

A leading company in software development, it specializes in healthcare technology solutions. Based in Canada, it has a revenue of \$1 billion and employs between 51 and 200 professionals.

OBJECTIVES

The client required a well-segmented database of primary care hospitals, clinics, and specialist offices across the USA and Canada to enhance their outreach and business strategy. They aimed to gather specific data attributes to improve their engagement and operational processes.

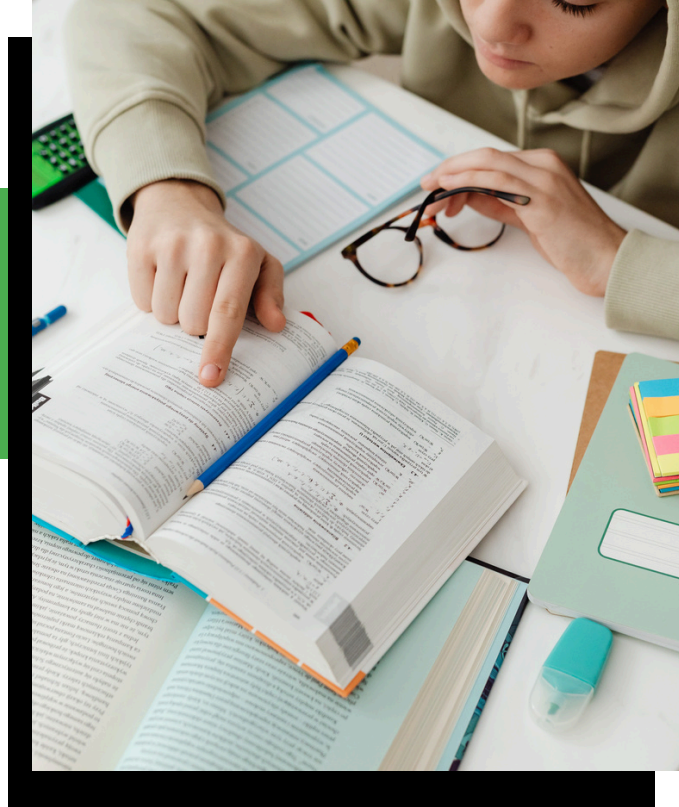
CHALLENGES

- 1. Customized Data Needs:** The client had unique attribute requirements, making it essential to source precise information.
- 2. Broad Geographic Scope:** Ensuring complete and accurate data coverage across healthcare facilities in the USA and Canada.
- 3. Data Reliability & Compliance:** Acquiring up-to-date, regulatory-compliant records is necessary to maintain high data integrity.

SOLUTION

The client discovered our services through an email prospecting approach. We supplied a carefully verified, custom-built dataset that covered:

- **Facility Profiles:** include the name, classification (hospital, clinic, or specialist office), location, and direct contact details.
- **Operational Insights:** Business hours, key decision-makers, and email addresses for effective communication.



- **Technology Utilization:** Details on EHR systems, practice management software, and patient engagement platforms.
- **Geographical Precision:** Comprehensive data for both USA and Canadian healthcare institutions.

RESULTS

1. Increased Market Penetration:

The client leveraged a refined contact list to expand their presence in the healthcare sector.

2. Enhanced Outreach Efficiency:

Accurate contact information enabled direct communication with key stakeholders.

3. Optimized Decision-Making:

Reliable and structured data helped streamline business operations.

CLIENT FEEDBACK

"We were satisfied with the provided dataset. The accuracy and depth of the information perfectly matched our needs, enhancing our business outreach."