



Connecting with Senior Living Decision-Makers Through Verified Data

**Industry: Healthcare/Social Services
(Nursing Homes, Elder Law)**

- Difficulty accurately segmenting private versus state-funded assisted living facilities for precise targeting.

Client Overview:

SeniorCare Alliance, based in Chicago, Illinois, operates within the healthcare and social services sector, specializing in elder care and legal services. With a workforce of 300–700 employees, the company generates an annual revenue of \$95 million.

Solution:

- Infodepots provided verified, county-specific mailing lists that are compliant with HIPAA standards and target the right decision-makers.
- Enriched the client's existing referral system database with updated and validated contact information.

Objective:

The client sought HIPAA-compliant email lists targeting nursing home administrators and elder law attorneys across Cook, Lake, and DuPage Counties. They also needed data enrichment services to modernize their patient referral management systems.

Results:

- Lowered email bounce rates significantly, improving overall campaign performance.
- Enhanced precision in outreach efforts, successfully differentiating between private and state-funded facilities.

Challenges:

- Unverified LinkedIn leads caused high bounce rates, diminishing outreach effectiveness.

Client Feedback:

"Infodepots helped us connect with exactly the right professionals while ensuring we met all compliance requirements. Their data quality was a game-changer for us."