



case study

Cross-Border Precision: Streamlining Outreach for North American Healthcare Networks

Industry: Healthcare (Primary Care Hospitals & Specialist Offices - USA & Canada)

Client Overview:

UnityMed Clinics, located in Montreal, Quebec, is a leading healthcare network specializing in primary care hospitals and specialist offices across North America. It has 4,000–6,500 employees and generates approximately \$1.8 billion in annual revenue.

Objectives

The client needed targeted email lists for hospital CFOs and specialist physicians in cardiology and oncology, along with data management solutions to consolidate EHR systems across more than 60 clinics.

Solutions

Delivered deduplicated and validated contact lists segmented by specialization and seniority to streamline outreach. Provided advanced data management support, enabling seamless integration and merger of disparate EHR systems.

Challenges:

Siloed data across clinics led to 30% duplication rates in outreach campaigns, affecting engagement. Difficulty identifying key decision-makers within rural Canadian clinics hindered expansion efforts.

Results:

Reduced data duplication dramatically, improving email deliverability and engagement rates. Strengthened the client's ability to target and secure appointments with rural healthcare decision-makers.

Client Feedback:

"Infodepots helped us untangle complex data challenges across our network. Their expertise in healthcare targeting made a measurable impact on our operations and outreach."

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