



Smart Data for Smarter Hospitals: Academic Procurement Targeting for MedTech Marketers

Industry: Healthcare
(Medical Devices)



Client Overview:

MedTech Innovators Inc., based in Boston, Massachusetts, is a prominent healthcare player specializing in medical devices. With annual revenues of \$320 million and a workforce of 450 to 600 employees, the company focuses on driving innovation in U.S. teaching hospitals through advanced orthopedic solutions.

Objective:

The client required precise, up-to-date email lists targeting hospital procurement managers and orthopedic specialists specifically within U.S. academic medical centers. They also needed to segment contact data by medical specialty for more refined outreach.

Challenges:

- Experienced a 60% bounce rate due to outdated and inaccurate contact information.
- Faced challenges in identifying true decision-makers across specialized departments like orthopedics and cardiology.

Solution:

- Delivered segmented, specialty-specific email lists of verified procurement professionals and orthopedic leaders in teaching hospitals.
- Implemented a data refinement strategy that excluded outdated contacts and enhanced academic hospital classification.

Results:

- Reduced bounce rates by over 50% and improved targeting precision for specialty-driven campaigns.
- Enabled direct connections with key procurement decision-makers, resulting in higher engagement from academic hospitals.

Client Feedback:

"The Infodepots team provided exactly the precision we needed for specialty-based targeting in academic centers. We saw immediate results."



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