

Funding-Focused Contact Segmentation in Senior Care Campaigns

Industry: Healthcare (Senior Care)

Client Overview:

A Midwest-based elder care provider with over 800 employees and significant Medicaid and private pay operations. They serve a broad network of facilities across Illinois and surrounding states.



Objective:

To access verified contact lists of nursing home administrators and elder care specialists segmented by funding type and licensing status.

Challenges:

- Frequent staff turnover led to rapid contact data obsolescence.
- Inability to distinguish facilities by funding models hampered targeting efforts.

Solution:

- Delivered segmented, license-verified contact lists tailored to facility types.
- Implemented a quarterly refresh cycle to ensure data remained current.

Results:

- Improved response rates by 45% through high-accuracy data.
- Enhanced compliance and campaign precision across senior care facilities.

Client Feedback:

"Infodepots' data intelligence helped us overcome industry churn and pinpoint exactly the right decision-makers across senior care facilities."

Contact

- 📞 +1 833-936-4636
- 🌐 www.infodepots.com
- 📍 228 Park Ave S 60111 New York, NY 10003