

Accurate Senior Care Contact Lists for Regional Outreach Success

Industry: Healthcare/Social Services



Client Overview:

A mid-sized organization in Illinois with 180–320 employees and \$65 million in revenue, offering senior care advocacy and legal support across Cook, DuPage, Lake, and Kane Counties.

Objective:

To acquire verified contact lists for elder law attorneys, nursing home administrators, trust officers, and senior care social workers, segmented by facility type and location.

Challenges:

- 70% of LinkedIn-sourced contacts were outdated or had changed roles.
- Difficulty distinguishing Medicaid-funded centers from private-pay facilities.

Solution:

- Delivered location-specific email lists with updated, role-verified contacts.
- Segmented facilities by funding type for improved outreach alignment.

Results:

- Achieved a 50% boost in campaign response rates through cleaner targeting.
- Reduced compliance risks by ensuring contact accuracy and relevancy.

Client Feedback:

"Infodepots helped us reach the right people at the right facilities. Their precision data made a clear difference in our outreach efforts."