

A photograph of a healthcare office. A woman in a blue patterned shirt is talking to a young girl. In the background, a doctor in a white coat is sitting at a desk with a computer, and another woman in blue scrubs is also at the desk. There are shelves with binders and a water bottle in the background.

Cross-Border Physician & Hospital Data Accuracy for Targeted Campaigns

Industry: Healthcare (Primary Care Hospitals & Specialist Offices)

Client Overview:

A healthcare organization based in Vancouver, Canada, with 1,200–1,800 employees and \$410 million in revenue, serving both urban and rural facilities across the USA and Canada.

Objective:

To access HIPAA and PIPEDA compliant email lists of cardiology and oncology specialists, along with verified clinic administrator contacts across academic and private healthcare settings.

Challenges:

- 50% bounce rate from previously purchased physician contact lists.
- Difficulty segmenting academic hospitals from private specialty clinics.

Solution:

- Delivered compliant and role-verified physician and administrator contact data.
- Segmented facilities by type and region to support targeted outreach.

Results:

- Reduced bounce rate to below 10%, boosting campaign reliability.
- Enabled personalized, region-specific engagement across two healthcare systems.

Client Feedback:

"Infodepots delivered exactly what we needed—reliable, compliant, and segmented data that helped us reach physicians and clinic leads effectively across borders."