



Precision Healthcare Targeting for Cross-Border Physician Outreach

INDUSTRY: HEALTHCARE

CLIENT OVERVIEW:

A healthcare provider based in Toronto, Canada, generating \$220 million in revenue and employing 800–1,200 staff across specialist clinics and networks.

OBJECTIVE:

To access verified contact lists of specialist physicians and clinic administrators across urban and rural areas in Canada and the USA.

CHALLENGES:

- 45% of records were duplicates, leading to inefficiencies.
- Failed to reach administrators at rural clinics with legacy systems.

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SOLUTION:

- Supplied a de-duplicated and geo-targeted dataset of specialist contacts.
- Included rural coverage enhancement with verified clinic administrator data.

RESULTS:

- Reduced data redundancies and improved outreach accuracy.
- Enabled successful engagement with rural healthcare decision-makers.

CLIENT FEEDBACK:

"Infodepots helped us clean up our data and finally reach the clinics we've been missing. Their rural segmentation was exactly what we needed."

