



Strengthening Senior Care Outreach with Verified Decision-Maker Data

Industry: Healthcare/Social Services

Client Overview:

A Midwest-based senior care organization with 220–450 employees and \$92 million in revenue, operating across Cook and DuPage Counties.

Objective:

To obtain updated, segmented lists of nursing home administrators and elder law attorneys for improved outreach.

Challenges:

- High staff turnover led to rapid data decay.
- Inability to distinguish Medicaid vs. private-pay facilities.

Solution:

- Supplied verified, regularly refreshed contact lists for key roles.
- Delivered segmented facility data based on funding structure.

Results:

- Boosted outreach accuracy by 58% with current contacts.
- Enabled better targeting of facilities aligned with service models.

Client Feedback:

"Infodepots helped us solve outdated data issues and connect with the right administrators across senior care facilities."