



Precision Outreach for Medical Device Leaders in Academic Healthcare

Industry:
Healthcare/Medical Devices



Client Overview:

A U.S.-based medical device firm with 500–750 employees and \$410 million in revenue, focused on orthopedic technologies for hospital networks.

Objectives

To engage procurement managers and orthopedic specialists in academic medical centers across the Northeast USA.

Challenges:

- Difficulty targeting decision-makers in academic hospital systems.
- Lack of updated tech adoption data across facilities.

Solution:

- Delivered segmented contact lists of specialists and procurement heads.
- Enriched records with hospital classification and tech usage insights.

Result

- Improved engagement by 49% in academic center outreach.
- Enabled informed targeting based on hospital technology readiness.

Client Feedback:

"Infodepots helped us reach the right orthopedic leaders and procurement stakeholders in teaching hospitals with precision."

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