



**Industry:** Healthcare / Social Services

## **Client Overview:**

Cook County Senior Care Network, based in Chicago, IL, USA, operates with \$95 million in revenue and employs 300–600 staff members. The organization focuses on delivering essential care and legal support for seniors across Cook, Lake, and DuPage Counties.

## **Objective:**

To acquire verified contact data for Nursing Home Administrators, Social Workers, and Elder Law Attorneys within their targeted counties.

## **Challenges:**

- Frequent turnover among social workers makes traditional databases outdated.
- Difficulty distinguishing decision-makers between private and county-funded senior care facilities.

## **Solution:**

- Delivered continuously updated, verified data segmented by geography and role.
- Applied advanced filtering to highlight true decision-makers across both public and private networks.

## **Results:**

- Improved campaign accuracy by 45% with fresher, role-validated contacts.
- Enabled streamlined engagement with the most influential senior care professionals.

## **Client Feedback:**

"The data accuracy and targeted approach significantly improved our outreach in local senior care communities."