



ENHANCING SPECIALIST OUTREACH WITH INFO DEPOTS' VERIFIED HEALTHCARE DATA


INDUSTRY: HEALTHCARE


Client Overview:


Metropolitan Healthcare Network, based in Los Angeles, California, operates a large healthcare system serving diverse patient populations. With revenues of \$320 million and a workforce of 1,800 to 2,500 employees, the network manages multiple facilities with a strong focus on cardiology and oncology services.

OBJECTIVES

To access verified lists of specialist physicians and clinic administrators in cardiology and oncology practices across California.

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CHALLENGES:

- High bounce rates from previously purchased lists.
- Inability to verify specialty-specific physician data.

SOLUTION:

- Provided accurately segmented lists of cardiology and oncology specialists, along with clinic administrators.
- Applied our multi-step verification process to ensure specialty accuracy and minimize data decay.

RESULTS:

- Reduced bounce rates significantly, leading to higher engagement.
- Improved campaign efficiency by reaching the right decision makers in targeted specialties.

Client Feedback:

"INFO DEPOTS provided us with accurate, specialty-specific data that completely transformed our outreach. The improved deliverability and verified physician information directly supported our campaign success."