

OPTIMIZING HEALTHCARE OUTREACH WITH HIPAA-COMPLIANT DATA

INDUSTRY: HEALTHCARE (PRIMARY CARE HOSPITALS & SPECIALIST OFFICES - USA & CANADA)

CLIENT OVERVIEW:

A Toronto-based healthcare network generates \$300 million in revenue with 1,000-1,500 employees, serving hospitals and specialist clinics across North America.

OBJECTIVE:

To acquire HIPAA-compliant email lists for hospital administrators and specialist physicians, and append outdated patient management data.

CHALLENGES:

- A 40% bounce rate on previous email campaigns was attributed to invalid addresses.
- Difficulty distinguishing private clinics from public hospitals for targeted outreach.

SOLUTION:

- Delivered verified, HIPAA-compliant email lists segmented by facility type.
- Appended outdated patient management contacts to improve data accuracy.

RESULTS:

- Significantly reduced bounce rates and improved email campaign performance.
- Enabled precise targeting of administrators and physicians for outreach initiatives.

CLIENT FEEDBACK:

"Infodepots' data solutions allowed us to clean and enrich our healthcare contacts, dramatically improving our outreach effectiveness."

 +1 833-936-4636

 www.infodepots.com

 228 Park Ave S 60111 New York, NY 10003