MedicoReach

Empowers a

Biomedical Imaging Systems Company

to Expand its Reach and Optimize its ROI

CASE STUDY

INTRODUCING THE CLIENT

The client is a German based medical company located in Boston metro area, pioneering the use of optoacoustic technology for biomedical imaging. Established in 2010, it has been developing and marketing optoacoustic imaging systems for preclinical research and clinical research as well. The client is a global leader in imaging systems, and its services have been successfully used worldwide for preclinical and clinical research for diseases like cancer, fibrosis, inflammation, and other disorders.

CHALLENGES

The client recently began optimizing their imaging systems to enable the ultra sound detection of various medical abnormalities or conditions. However, they encountered obstacles in this regard as they lacked sufficient data to collaborate with well-established radiologists and other healthcare professionals to reach their sales targets. The challenges faced by the client preventing them from targeting their marketing efforts in the right tangent include the following:

A

Huge data gaps that made reaching out to relevant prospects like radiologists and other healthcare professionals nearly impossible
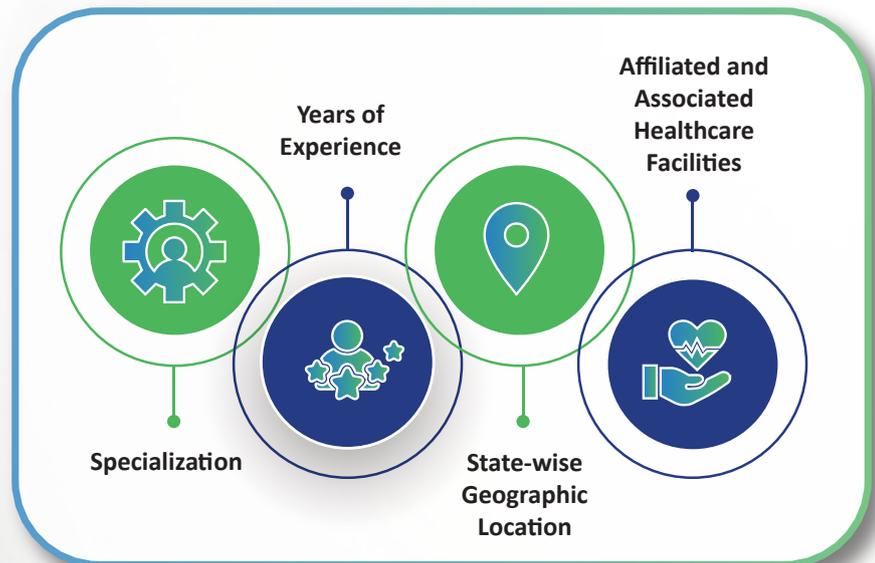
B

Absence of valuable insights from radiologists and industry professionals to upgrade imaging systems for clinical use

C

Decreased sales ROI due to lack of access to verified leads to pitch their products

SOLUTION

The client sought data assistance to connect with reputed radiologists, and other healthcare professionals performing ultra sound for detection of various medical conditions. Understanding the requirement of the client, the team of data experts at MedicoReach collated an accurate, verified, and up - to date data of radiologists and other healthcare professionals from a database of over 24K+ prospects, so that the client can easily zero in on their prospects. In accordance to the client's need we customized the data solutions according to

Years of Experience

Affiliated and Associated Healthcare Facilities

Specialization

State-wise Geographic Location

OUTCOME

With the data assistance provided by MedicoReach, the client formulated an effective marketing strategy to meet their business objectives. Our data allowed them to witness marketing endeavors with an outstanding response, enhancing the reach of their products and services. Additionally, leveraging our data, the client accessed valuable insights from healthcare professionals allowing them to make necessary amends to their product. With effective product enhancement, and the right prospects at their behest the client successfully witnessed positive business outcomes.

Summing up, MedicoReach assisted the client to

01 ▶ Increase their marketing campaigns reach and performance by more than **85%**

02 ▶ Optimize their lead conversions by **5X** times

03 ▶ Scale up business **ROI** and **revenue** margin

ABOUT MEDICOREACH

MedicoReach is a leader in the field of healthcare marketing. We provide accurate and quality data to support the multichannel campaigns of healthcare organizations. With customized data, we help marketing and sales professionals reach out to targeted healthcare prospects to increase brand awareness.

Our data solutions are designed with utmost perfections and expertise. With a dedicated team and best-in-class healthcare email and mailing lists, we help marketers connect with prospect efficiently. we offer a wide range of healthcare email and mailing lists which include physicians email list, nurse email list, pharmacist email list, dentists email list and more.

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