

A VR Medical Application Platform Case Study on Winning Sales Using MedicoReach's Data



CASE STUDY

2022 

➤ Client Background

The client is a Healthcare and Wellness Management company that owns a flagship voice-enabled virtual healthcare assistant platform with 150 years of combined medical experience in the industry. Founded in 2018 in Wayne, PA, the application was built to reduce the burden on the current healthcare system and help people manage their health through a sophisticated AI-powered tool. It targets caregivers, home care facilities, and insurance companies to keep track of their administrative and functional services. The platform's voice recognition technology goes far and beyond to provide consumers with HIPAA-compliant features, such as:



Lucid and accurate Healthcare Information



Live Tracking of the consumer's vitals with personalized benefits



Easy-to-handle tools that simplify businesses' employee health plans



Cost-effective resources with a virtual assistant to answer any related queries

➤ Challenges

However novel the application was, it did face a few setbacks while trying to reach the entire US market.



The company lacked insights into prospective clients and needed to identify the target group.

They did not own the right database to plan and execute the right marketing strategies.



Consequently, their client reach was under par with poor response rates.

➤ Solution



MedicoReach took measures to address the issues faced by the client. We understood that the client needed a verified database of nurses, to begin with.

Our data experts set out to compile a qualitative segmented Nurses email and mailing lists containing 520k+ authenticated contact information



Nurses were the ideal targets because, as primary caregivers, they constantly monitored and interacted with patients.

Using the comprehensive contact list, the company discovered ideal clients and gained insights into the data-driven marketing approach.



Evidently, the enterprise's reach was exponential, with exceptional response rates.

➤ Outcomes

On-time delivery of solutions and services helped the company achieve:

-  A massive **40%** increase in reaching prospects (Nurses) across the US
-  An engagement rate of **6%** with improved VR app patient experience
-  Sales revenue and brand reach increased by **10X**
-  A maximum response rate of **25%**
-  Email deliverability rate of **97%**



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About MedicoReach

MedicoReach is a leader when it comes to providing accurate and best quality marketing data to healthcare marketers, like HCP Email List in this case. As a database vendor with years of experience and expertise, we offer a wide range of healthcare email and mailing lists to help B2B medical marketers channel their promotional campaigns to targeted healthcare executives, professionals, and practitioners. We help companies approach their prospects through their preferred channel of communication. Our data supports multichannel marketing campaigns conducted via email, direct mail, and telephone. We have a rich data repository comprising millions of contact details that we duly verify, update, and validate. Our motto is not just promising excellence. We work hard in delivering excellence at every level of your customer engagement journey.



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