

A space shuttle is shown in orbit above the Earth, with the planet's blue oceans and white clouds visible. The shuttle is white with orange and black boosters. The background is a deep blue space with stars.

PatientPoint®



CASE STUDY


Vendisys®

SUPERCHARGED GROWTH, POWERED BY AI

PRESENTATION OVERVIEW

POINTS OF DISCUSSION

- ABOUT THE CLIENT
- LEAD GENERATION - BEFORE VENDISYS
- THE CHALLENGE
- THE SOLUTION
- THE RESULTS
- CLIENT TESTIMONIAL
- LET'S CONNECT



**"THE ABILITY TO HELP
CLIENTS SERVE MORE
PEOPLE FOR THE GREATER
GOOD IS THE ULTIMATE
GIFT AS A BUSINESS."**

- UNKNOWN

Vendisys[®]

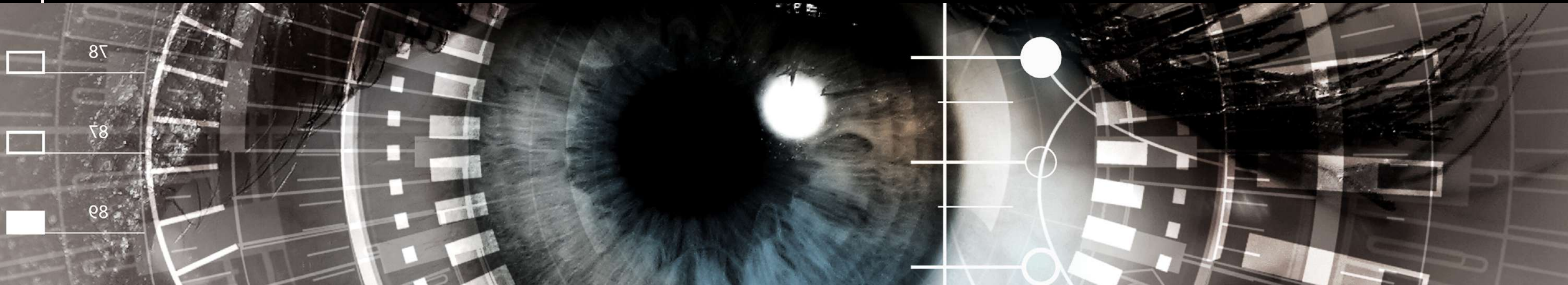
SUPERCHARGED GROWTH, POWERED BY AI

ABOUT

PatientPoint 

CLIENT STORY

30 years ago, PatientPoint pioneered the point-of-care marketing industry, revolutionizing patient education. PatientPoint programs help medical providers make real progress on quality care measures that matter. They offer a personalized set of solutions customized for doctor's offices, hospitals and other medical facilities. In addition, PatientPoint supports established brands to local healthcare services, from Rx to OTC and CPG - they help tailor their client's message to each location and reach patients who need their services when and where community care decisions are being made.



Vendisys 

SUPERCHARGED GROWTH, POWERED BY AI

A COLLABORATIVE APPROACH TO PATIENT EDUCATION

PATIENTPOINT SUPPORTS ORGANIZATIONS SUCH AS:



MAYO CLINIC



THE CHALLENGE

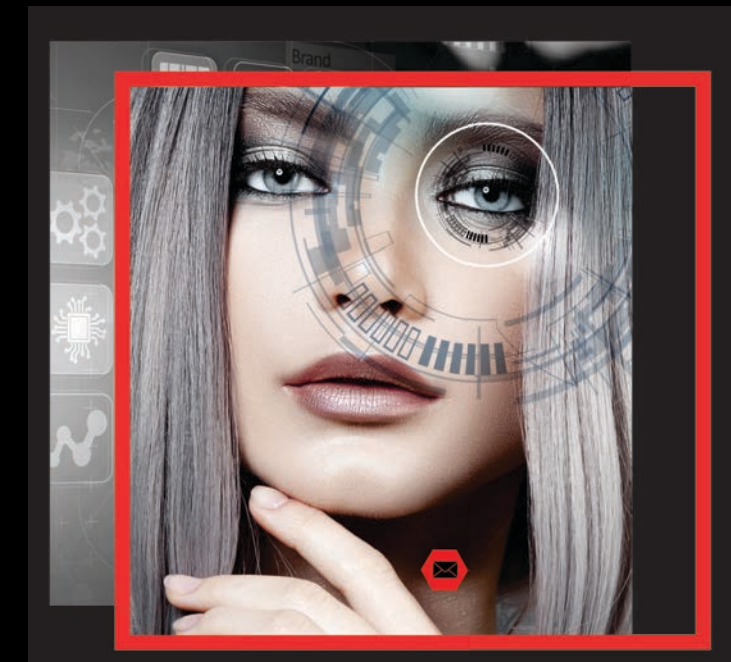
PatientPoint was using all the usual marketing tactics - cold calling, on-site demos, direct mail, email, paid and social, ads in specific trade publications and trade shows. They also created their own drip campaigns, but (in PatientPoint's words) "nothing like Vendisys' service". While their marketing efforts were effective, they sought to ramp up faster and with higher quality leads. PatientPoint has a layered sales process that requires influence from multiple decision-makers and multiple areas of an org-chart, so getting in front of the right people at the right time with the right messaging was crucial.

THE STRATEGY

WHAT WE DID

EMY can navigate an org-chart automatically, while touching multiple stakeholders, allowing PatientPoint Sales Executives to focus on Meeting-Ready Leads rather than spend hours working around the red tape of complex medical organizations.

With ~115 Sales Executives across national sponsors sales, health system sales, hospital sales, local businesses and physician office sales - PatientPoint has many mouths to feed. Vendisys was able to multiply their manpower **instantly** in each of these areas to generate a robust pipeline.



WHO IS EMY?

EMY, our cloud-based, AI-driven email prospecting assistant, spends her days (and nights too — this girl never sleeps!) identifying, engaging and converting the right decision-makers for our client's specific line of business into PALs[®] and delivers them to their inbox or CRM.

POWERFUL ACTIONABLE LEADS (PALS)

PALs[®] are powerful because they're influential decision-makers, and actionable because they come to you ready to take the next step. EMY works hard at filling our clients' sales funnel with a steady stream of PALs[®]

THE STRATEGY (CONT'D)

ADVANCED TARGETING

Vendisys' ultimate goal is to help our clients grow their sales pipeline in a predictive manner. Our proprietary, AI-driven prospecting tools are designed to pull information from lists that most businesses don't have access to on their own. This ability provides immense value to our clients because they gain access to prospects that they wouldn't otherwise be able to reach through their current databases. For PatientPoint, our approach included targeting specific events including trade shows and other industry events and then using the registrant list to reach out to specific accounts that would be at the events with extremely precise and well-crafted messaging that inspired engagement and primed the prospects for a meeting.

THE RESULTS

The team at Vendisys worked closely with PatientPoint's Sales & Marketing Departments to create the right combination of copy and audience targeting to various stakeholders across Hospitals, Health Systems, Orthopedic, Cardiology, Rheumatology, Government and Nursing Homes. Vendisys was able to successfully target all 7 verticals simultaneously with no crossover, **resulting in 151 high-quality, ACTIONABLE leads per quarter**. Not only has their experience led to an inevitable increase in sales, but the sales team frequently effuses just how fantastic the quality of the leads they receive from Vendisys' efforts.



SUPERCHARGED GROWTH, POWERED BY AI

RESULTS BY THE NUMBERS

7

VERTICALS

TARGETED WITH NO
CROSSOVER

151

ACTIONABLE LEADS

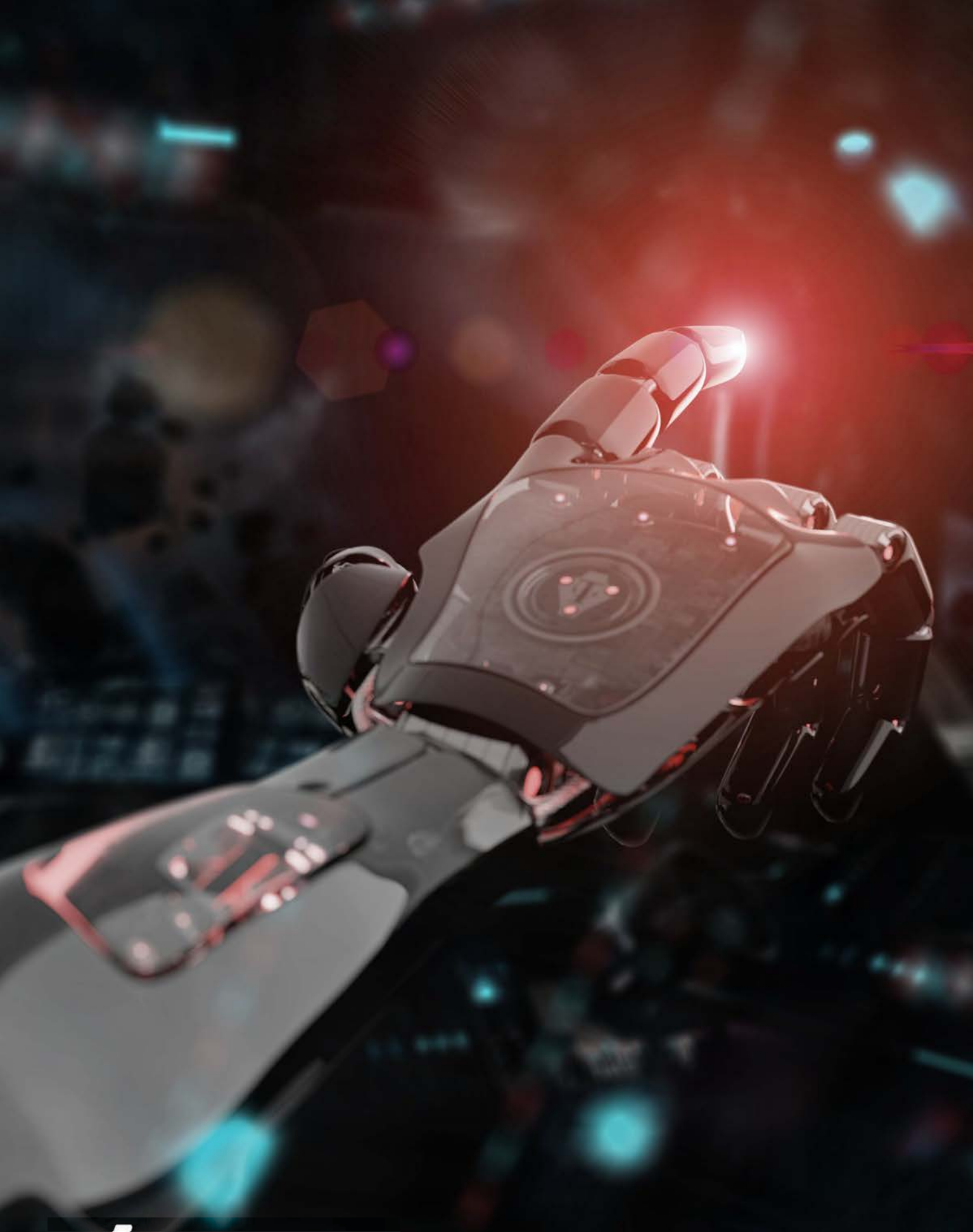
PER QUARTER

WHAT OUR CLIENT SAYS...



RACHEL WESTHOFF
CONTENT MARKETING DIRECTOR,
PATIENTPOINT

“We get tapped with a lot of vendors all the time, but luckily Vendisys’ efforts converted us into a client. We’re really seeing the value from their service, which is why we continue to renew our contract year over year. The sales team LOVES the leads that are coming in so it has been a beneficial partnership all the way around.”



WILL YOU BE OUR NEXT CASE STUDY?

Schedule Your Demo Today!

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CALL US

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Vendisys[®]

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