

CASE STUDY

SK&A Hospital Email and Phone Data Helps CME Provider Place Programs

Company

The Academy for Continued Healthcare Learning, Chicago, Ill.

Industry

Continuing Medical Education

Challenge

The Academy for Continued Healthcare Learning (ACHL) is a developer and provider of continuing medical education programs. In February 2010, the company was challenged to reach decision makers in hospital departments with at least 400 beds to promote a parenteral nutrition CME program.

ACHL has its own in-house database of providers, which it can use for general campaigns; however, a more targeted approach was needed for this particular outreach. "We usually do general email blasts from our own database, but for targeting providers, we knew it'd just be easier to go to an outside vendor," said ACHL Associate Program Manager Stephanie Morton.

Solution

Morton was referred to SK&A by another colleague, and she teamed up with sales rep Fran Miller to create a list of hospital decision makers for a multichannel campaign. Direct mail, email and telephone lists for hospital directors in the areas of ER, oncology, nursing and more were designed for the campaign. The direct mail list had 5,150 hospital director names, and the email and telephone lists had 2,881 hospital director names.

ACHL deployed a one-page message about the CME program, and in the emails, this was linked to a landing page to promote the program further. Morton and her team used the telephone list to follow up with after the emails were deployed. "The most beneficial aspect of our campaign was the customization of the emails and the ability to follow up with phone calls," she said.

Results

The multichannel outreach to hospital directors resulted in no returns on the direct mail campaign and 146 opens for the email campaign (a 5-percent open rate).

Morton was particularly pleased with SK&A's ability to target professionals by title via email and telephone. "We will definitely use SK&A again. It's been the easiest process because we don't get bounce-backs, and we were able to follow up with email recipients by phone," said Morton. "We checked on other vendors' email capabilities, but they cost an absorbent amount of money. They cost considerably more than SK&A."

"My sales rep, Fran Miller, was fantastic. She always responded to my requests quickly and walked me through all the steps of the campaign. The customer service team was also great with providing helpful tips for our email creative, running tests and giving us feedback," Morton continued.

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Stephanie Morton, Associate Program Manager

The Academy for Continued Healthcare Learning