

## CASE STUDY

### Kirby Lester Reaches SK&A Hospital Pharmacy Directors in Brand Relaunch Campaign

#### Company

Kirby Lester, Inc., Lake Forest, Ill.

#### Industry

Medical Equipment

#### Challenge

Kirby Lester, LLC is a pioneer in the pharmacy-automation sector that specializes in providing accurate counting devices, software and hardware for dispensing medicine in pharmacies. From mid-2005 to 2008, Kirby Lester had relied on a third party to market Kirby Lester devices to hospital pharmacies, and the sales results were subpar. Kirby Lester Manager of Business Development Mike Stotz needed to find an accurate way to communicate with hospital pharmacies after the third party's contract expired in 2008. "The previous company we worked with frankly did a lackluster job—the Kirby Lester brand name suffered after three years of very little marketing effort," said Stotz. He and his team were faced with the challenge of relaunching the brand.

The main objective in relaunching Kirby Lester was reaching primary targets—which are hospital directors of pharmacy—and re-establishing relationships. "I had trouble finding a database that was effective and affordable," said Stotz. "I Googled providers, read spam email—but after not finding what I wanted, I called a couple of my account reps at hospital pharmacy journals. They said SK&A data was the best on the market, and I trusted their recommendations."

#### Solution

Stotz made contact with SK&A in late 2008 to purchase contacts for Kirby Lester's relaunch campaign. "I saw the data I wanted; it was right there in an easy, neat package," said Stotz of SK&A's data. Kirby Lester purchased the contacts of 5,600 U.S. directors of pharmacy for a multi-channel campaign. Soon after, Kirby Lester upgraded its order from one-time use to an unlimited, two-year contract.

The campaign would approach directors of pharmacy through three channels: a mailer featuring a letter from the president of Kirby Lester, a telephone campaign administered by Kirby Lester's inside sales team and monthly fax broadcasts. This initial campaign launched in March 2009 and lasted until June 2009.

#### Results

Though it can take six months to two years to see concrete results, Stotz can see that the hospital industry is becoming more responsive after the campaign. "This campaign helped us restrengthen our presence and reputation in the market, and in a dull economy, we've made great inroads in the industry," said Stotz. "We're very affordable in this down economy; it's just a matter of when hospitals are ready to buy."

Stotz also found SK&A data to be richer in detail than his other sources, saying, "SK&A data is definitely richer than our other data providers. It's clean, contains select fields, and helps us get to the decision maker."

From a customer service perspective, Stotz found working with SK&A to be "a smooth and easy process." "I enjoy knowing who I work with. My sales rep, Lilly Botta, was very personable and fun. It was pleasurable to do business with her. She really knows the product and her craft. I set up the parameters for the order, and she met the needs with the right type of data," said Stotz.

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Mike Stotz, Manager,  
Business Development, Kirby  
Lester, LLC