

CASE STUDY

Software Developer Targets Pediatricians and Closes 20 Sales

Company

American Medical Software, Edwardsville, Ill.

Industry

Office Automation

Challenge

American Medical Software is a medical software company that writes, develops, publishes, sells and supports software for physician offices and small-practice office settings. In 2007, the company was in search of a new source for marketing contacts. Previously, American Medical Software relied upon state license and public access information for marketing contacts, but had to reassess that strategy because of HIPAA and state law restrictions. The company was also in the process of changing its marketing approach from segmentation by state to segmentation by specialty.

"I looked at other list vendors, but it came down to the personalities of the sales reps. They all just wanted to tell me what they had—not listen to what I needed first. Just talking to other vendors didn't feel right," said American Medical Software Marketing Director Robert D. Bridgman of his search for a list vendor before he found SK&A. "And if SK&A is willing to guarantee their lists that tells me they must be pretty good. No other data vendor I talked to guarantees their data."

Solution

Bridgman contacted SK&A in 2007 and was introduced to sales rep Dan Franz. "He has a good personality—very straightforward, professional, personable and receptive," said Bridgman. "He listened to our needs and provided a solution in the format we needed." With SK&A, Bridgman had the opportunity to target his audience by state, specialty, sub-specialty, one physician per practice and other criteria.

American Medical Software's first project with SK&A was in 2008 for a mailer campaign promoting newly added features to software that is specific to pediatricians. The direct-mail campaign would include a deployment to a list of 17,000 U.S. pediatrician offices. The list was segmented by one pediatrician per office.

Results

American Medical Software's deployment resulted in approximately 100 leads who contacted the company after the campaign. "We got marvelous results as well as 20 closed sales from the campaign," said Bridgman. "SK&A has been our best source for leads besides internal sources."

Over the next year, American Medical Software deployed three more direct-mail campaigns with SK&A, which brought in nearly 200 leads each. "Our in-house data consists of about 7,000 contacts, and we usually get 300 to 400 returned mailers with each deployment. Out of the 17,000 contacts from SK&A, we got maybe 100 returns. It was an extremely clean list, unlike the lists we usually deal with. Each time we use SK&A, the results just keep getting better," continued Bridgman. "With SK&A, I've had no complaints—everything has been as it was presented to be—so I won't shop around."

"I have been working with SK&A for over two years now. They are by far the best information service company I have used. My representative is professional and courteous, and the accuracy of data is extremely good."

Robert D. Bridgman,
Marketing Director, American
Medical Software