

CASE STUDY

SK&A Delivers NICU Nurses and Other Specialties to Merrion Healthcare Solutions for Telephone Recruitment Campaign

Company

Merrion Healthcare Solutions, LLC, Marietta, Ga.

Industry

Healthcare Consulting

Challenge

Merrion Healthcare Solutions was launched by 23-year Procter & Gamble veteran Mike Merrion in January 2009. In the beginning, Merrion had trouble finding contact lists that targeted the audiences he wanted to market recruiting services to. "I couldn't get specifically what I wanted," he said. Then Merrion was referred to SK&A by some healthcare recruiters he trusted.

Solution

In April 2009, Merrion contacted SK&A and was pleased to find the specificity he'd been seeking for his contact lists. He purchased a list of 4,200 Texas-based nurses with advanced training—specifically neonatal intensive-care unit (NICU) nurses—to contact by phone.

"Before, I was getting general nurse lists. With SK&A, I know what type of nurses they are, so I'm not spinning my wheels trying to find a nurse I'm not trying to target," said Merrion.

Results

Merrion's phone calls to NICU Texas-based nurses have proved to be a success so far. With six months being the average time span to land a placement, Merrion has started this process by "getting in touch and making contacts" with a majority of the list. "I could probably count on my hands the number of wrong numbers I've had," said Merrion of his list of nurses from SK&A's database. "There were very few wrong numbers, and the accuracy was at least over 90 percent."

Next, SK&A is working with Merrion Healthcare Solutions to target ICU nurses from Detroit, Mich. Merrion is also considering using SK&A's email-marketing services. "My sales representative truly goes the extra mile, and it's worth my time to zero in on the contacts I need," Merrion said.

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*Mike Merrion, President,
Merrion Healthcare Solutions,
LLC*