

## CASE STUDY

### SK&A Pharmacy Telephone Data Helps The RX Exchange Establish 70 Percent of its Client Roster

#### Company

The RX Exchange, Atlanta, Ga.

#### Industry

Pharmaceutical Services

#### Challenge

The RX Exchange is a pharmaceutical returns company that allows pharmacies to automatically request and track drug returns through its web service. When Mike Horton purchased The RX Exchange in 2009, he wanted to improve and expand the company's client list. "The sales reps were using a very poor list for leads. They were using Internet Yellow Pages to make cold calls," said Horton.

The previous owner of the company had started working with SK&A to purchase lists when Horton took over, so he followed up to maximize this opportunity. "In addition to finding better lists, we were also moving into new geographical areas," Horton said of the company's prospecting challenge. Since The RX Exchange only drives sales with cold-calling efforts, Horton needed reliable phone lists to reach pharmacy decision makers.

#### Solution

Horton worked with SK&A sales rep Conrad Wyszomirski to build various lists that reached pharmacies throughout the company's new U.S. territories. One of the lists SK&A put together for Horton was a selection of 5,000 independent pharmacy owners and managers in the Midwestern and Western regions of the U.S.

#### Results

According to Horton, his sales team reached 96 percent of the SK&A pharmacy list, bringing the telemarketing campaign significant results. "The list was very responsive. We were able to convert quite a few leads," he said. The successful campaign contributed to SK&A's attribution of 70 percent of The RX Exchange's current business.

Horton continued, "With SK&A's pharmacy lists, we've had strong responses to getting sales. For the most accurate lists, their pricing is very competitive. I've used other list sources, and I would rate SK&A at the top. The others don't even come close."

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The RX Exchange