

## CASE STUDY

### Simpler Consulting Targets Hospital CEOs for Workshop Attendance

#### Company

Simpler Consulting, St. Louis, Mo.

#### Industry

Management Consultants

#### Challenge

Simpler Consulting is an international consulting company that, since 1986, has worked with the healthcare, commercial-management, and government and defense industries to reduce wasted resources and errors; and improve efficiency, results and returns on assets through the Simpler Business System®. This “lean” process maximizes improvement in the shortest time while minimizing risk and driving toward a fundamental culture change.

In spring 2009, Simpler Marketing Director Katy Dowd was challenged with marketing the company’s “Leading Lean” senior-level workshop to New York-based hospital leaders and CEOs, a very difficult group to reach on a personal level. Though the workshop subject was a hot topic, Dowd needed to know that the list she was mailing to was the accurate audience she wanted to reach.

#### Solution

When Dowd joined Simpler in 2008, she brought with her a loyalty for the SK&A brand, as she had been a satisfied client in her previous marketing director position. “I knew their contacts were qualified so often, and that was important to me because I needed deliverability assurance,” Dowd said of SK&A.

In June 2009, Dowd reunited with SK&A to deploy 5,000 formal workshop invitations to New York-based hospital leaders and CEOs from SK&A’s database via direct mail.

With her sales representative, Barry Ward, Dowd was able to define the group she wanted to target quickly and easily. “I can shoot off an email to Barry, and within 24 hours, I can have an estimate. I can send a job title, ZIP Code, and radius and get counts. They’re quick and accurate, and I love that,” continued Dowd. “Barry knows the industry well enough that he can suggest additional job titles to try. He thinks about my audience and can make insightful recommendations.”

#### Results

Simpler’s June 2009 direct-mail deployment brought pleasing results to Dowd and her team. “I was very impressed because we had high deliverability and response rates. Out of 5,000 mailers, I received maybe 30 or 40 back as undeliverable and achieved a response rate of 1.5 percent, which is good for this type of direct-mail program,” Dowd said.

Other vendors Dowd has used during her 15-year tenure in marketing resulted in 20- to 25-percent return rates because of wrong addresses, something that Dowd had “no time for.” With these other vendors not guaranteeing returns, “It’s just not worth it,” said Dowd. “It really pays back to go with a company that verifies contacts.”

Following the success of her June 2009 direct-mail campaign, Dowd has decided to work with SK&A on not only another direct-mail deployment but also an email deployment for Dallas-based hospital leaders and CEOs for November 2009.

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Katy Dowd, Director of Marketing, Simpler Consulting