

## CASE STUDY

### Consulting Group Achieves 15-percent Open Rate and 5-percent Click-through Rate with SK&A Hospital Email Data

#### Company

Studer Group, Gulf Breeze, Fla.

#### Industry

Healthcare Consulting

#### Challenge

Studer Group is a healthcare consulting company that partners with healthcare organizations to help create great places for employees to work and physicians to practice medicine. The group hosts an annual conference for healthcare leaders called "What's Right in Healthcare," in which attendees share and learn about new healthcare tools, techniques and solutions. In 2009, more than 40 percent of the attendees were from the C-suite. For the 2010 meeting, the group was challenged with reaching and inviting C-level executives within hospitals.

#### Solution

George Scarborough, Studer Group's director of marketing, who has been working with SK&A since 2008, turned to sales rep Stacia Dillon. They decided to target C-level executives within hospitals through a multichannel invitation campaign via direct mail and email. A list of 22,000 hospital decision maker addresses with 8,600 supplemental email addresses was created for the conference outreach. The selection of hospital leaders they decided to contact included titles such as CEO, CFO, director of patient care/nursing and more.

#### Results

The email portion of the campaign drove a 15-percent open rate with a 5-percent click-through rate to the registration page for the event. The direct mail campaign helped boost the campaign as well. "We saw a spike in registration when the direct mailer went out. We feel the direct mail enhanced the campaign," said Scarborough.

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George Scarborough, Director of Marketing Studer Group