

6 Things to Look for in a Healthcare Lead Generation Provider

Lead and demand generation is one of the core goals of any marketing campaign. In the healthcare sector, lead generation can be challenging and complex, depending on the segments you are trying to target. Are you looking to engage hard-to-reach physicians? Are you trying to get in front of administrators of very large hospitals? Before launching head first into your search, take the time to consider the core goals of your campaign, clearly identifying the healthcare audiences you are looking to target and what you really need in a partner. This guide discusses six key things to look for when searching for the right lead generation provider.

1

Ease of Relationship

First ask yourself this question, are you looking for a lead generation vendor or a lead generation partner? The healthcare market has many lead generation vendors, but it can be far more difficult to find a true partner that truly understands healthcare, your business and goals and treats you like their top client. You will want to seek out a partner with an agile support team and solid experience in the types of lead generation that will support your campaign. For example, engagement for group practice EHR lead generation efforts will look very different than engaging hospital administration and IT staff to educate them on the latest technologies or services they should consider. A well-matched partner will understand your products and services and your value proposition, and will have the ability to target the right healthcare audience with a message that supports your business objectives.

**2**

Cost

The bottom line always makes the top of the list. Cost should play an important role in choosing a lead generation provider, but keep in mind that CPLs and project fees aren't the only prices you will pay for a poorly executed lead generation campaign. Inaccurate data, missed lead targets, technical integration issues, and unresponsive client teams can cost you both time and money. In addition, a good lead generation provider should offer flexible programs and costs based on your specific business goals.



3

Volume

Before evaluating vendors, evaluate your volume and pacing requirements. Does your sales team need a large bulk of leads all at once or would they prefer leads evenly paced throughout a campaign? Find out how realistic it will be for your prospective partner to generate the appropriate flow of healthcare leads that your sales team needs to be successful. How large is their database of healthcare professionals? How engaged is their audience of healthcare professionals? Quality trumps quantity. A good partner will work collaboratively with you, giving you feedback on ways to make your campaign more successful while meeting your demand generation goals.



4

Subject Matter Expertise

Find a partner who knows the healthcare space. What content syndication strategies do they use? Who will be crafting the messaging that supports your campaign? Don't be afraid to ask for relevant content samples before giving the go-ahead, you will want to be sure the messaging is best aligned with your campaign goals and your target audience.



5

Technical Integration

If you use a CRM or marketing automation system you should check a prospective vendor's integration capabilities. Direct integration with your sales and marketing automation can greatly increase your ultimate conversion rates and ROI. The technical setup and testing of a campaign can often take the longest period of time, so be sure to factor this into your launch time. The goal is to reduce your marketing and sales teams' workload, not to increase it with unmanageable amounts of data or technical issues.



6

Importance of Data

A healthcare lead generation provider is only as good as their data. Do you research to find out where your healthcare leads are coming from? How often does a vendor update or refresh their data? Do they capture critical information, such as practice size, NPI number and primary and secondary specialty? Where is their data coming from? A flashy content syndication network or outstanding client services team mean nothing without actionable, solid data.



Conclusion

The goal of any lead generation campaign is to attract the right audience, demonstrate intent for your product and convert them into customers. There are many ways to execute a lead generation campaign, but each of them requires a strong partnership between the provider and your company's marketing team. Choose a healthcare lead generation partner that is easy to work with, has demonstrated experience in the healthcare marketing space, and above all, understands your unique business goals.

Ready to find your next healthcare lead generation provider?

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